

THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT. PRODUCTION METHODS. MATERIALS. EQUIPMENT. PURCHASING. SALES. MERCHANDISING

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for April, 1941

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THE MANUFACTURING CONFECTIONER



VITAMINS IN CONFECTIONERY

By **NORMAN F. KENNEDY**

Director of Research
Corns Industries Research Foundation

Over the past six months we have had considerable correspondence with confectionery manufacturers relative to use of vitamins in candy. We have asked Mr. Kennedy, nutrition advisor to the Corn Refining Industry, to clarify the entire situation for the benefit of our readers.
—Editor

PRIOR to the adoption several years ago of the slogan "Candy Is Delicious Food, Enjoy Some Every Day," the consuming public had regarded confectionery products as condiments of high flavor value and great taste appeal, and the confectionery industry had been content to base consumer incentive efforts on that earlier general public conception.

However, due to a recognition of the growing national tendency to evaluate each edible product from the standpoint of its specific contribution to the national diet, the industry decided to emphasize and promote the food value of candy as an added consumer appeal. No claims were made that candy was a balanced ration in itself, nor was there any disposition to assume nutritional virtue beyond that of providing in pleasurable and efficient form a wholesome food for part of the energy requirements of the body. The establishment of the place of confectioners' products as part of the energy ration of the public, in competition with other carbohydrate energy sources, was a suitable and legitimate undertaking for the industry.

Several years ago in the pages of THE MANUFACTURING CONFECTIONER the writer pointed out the place of candy in the diet together with its virtues and limitations as a food product. Quick energy value, use in sports, between-meal dietary function in prevention of fatigue, and timed consumption to avoid destruction of appetite for other essential food elements were all discussed in the endeavor to establish the legitimate position of candy as

a food product under modern dietary requirements. Thus, all claims for food value were based almost entirely on the energy essential in nutrition. Outside of a few sporadic attempts by a few manufacturers, no effort to claim or include any of the other dietary essentials, such as the vitamins and the minerals, was made by the industry because of the recognition that candy was primarily a carbohydrate food useful in satisfying the demands of the energy mechanism.

Although for a number of years the leading nutritionists have been advocating the inclusion of an adequate supply of the protective elements in the diet, particularly the minerals and the vitamins, the impact on the public mind of this concept had not reached sufficient force to compel every type of food manufacturer to appraise his own products from the standpoint of the inclusion of these additional essentials of nutrition. The producers of foods which naturally contain the minerals and vitamins have used this fact to promote their products and others have adopted a vitamin and mineral enrichment policy for advertising purposes or to enhance their competitive position in a given field of consumption. In recent months however, the problem of food enrichment has been brought to a more acute stage by the adoption of a national flour enrichment program by the milling industry as a national defense and health project, with the blessing of a number of federal agencies and sponsored by the active advice of the National Research Council and the American Medical Association.

In the light of such recent developments it seems that if the confectionery industry intends to continue to promote candy as food in competition with other foods of the same nutritional character, such as bread for example, it must squarely face the necessity of considering additional enrichment with some of the other essentials of the diet. The purpose of this article is not to advocate the adoption of an enrichment program for candy, but it is rather an attempt to clarify a number of the factors and implications involved in such a program. It is hoped that others interested in the subject will add to the discussion and that a forum can be established to further clarify the problem.

Adding Nutrition Essentials To Confectionery

In considering the problem of enriching candy, the first question to be answered is that of what other nutritional essentials can be added most advantageously. The requirements that have been set up under the advice of the National Research Council for the flour enrichment program will serve as a guide for consideration by the confectionery industry. The sub-committee on Food and Nutrition of the Council has set up as required ingredients for enriched flour, thiamin (vitamin B₁), nicotinic acid and iron; optional ingredients listed in the recommendations include riboflavin (vitamin B₂), calcium and vitamin D. (1) Possibly a brief description of these essentials will further clarify the proposed additions.

First, with regard to the minerals, iron is considered of predominant importance because its lack is one of the causative factors in the incidence of anemia; insufficiency of iron in the diet apparently results in low vitality, decreased hemoglobin and red blood cells, and a general retarding of growth. (2) Calcium is important with regard to the building of bones and teeth, the coagulation of blood, in heart, nerve and muscle functions, and is essential for lactation. (3) Apparently authorities believe that the diet, particularly in the low income groups, is still deficient in these minerals.

As to vitamins, their role in nutrition is not nearly so well defined and apparently much more experimental evidence will be necessary before their complete function is accurately determined. Dr. T. D. Spies, leading vitamin investigator at the University of Cincinnati, emphasizes the confusion by making the following statement in *The Journal of the American Medical Association*: "The problem is so complex and the precise knowledge so meager that we must accept the point of view that a rising curve of complexity is on us." (4)

Vitamins And Their Functions in Nutrition

Of the vitamins included in the flour enrichment program, thiamin is regarded as the most important from the general health standpoint. It has often been called the "morale" vitamin and apparently there is much emphasis on its use in the warring countries in Europe. Dr. Henry C. Sherman of Columbia University in his latest book "Essentials of Nutrition" states that besides its use in the disease beriberi, thiamin has at least three other more or less specific nutritional functions: it is essential to growth, it is important in the maintenance of appetite, and is concerned in carbohydrate utilization. (5) There may be also many other effects on general health due to mild deficiency, but these border-line states of ill-health due to prolonged inadequacy have not as yet been accurately measured.

MORE ABOUT VITAMINS

Two further articles on Vitamins and their relation to confectionery and chocolate are scheduled for following issues. Robert Whymper will discuss the historical background of vitamins in May and will follow with an article on fortification of candy with vitamins as practiced by several manufacturers in the U.S.

Nicotinic acid, sometimes called the "pellagra preventative factor," is the other required vitamin in the flour program. Its positive effects include the promotion of growth, the maintenance of normal digestive activity and the maintenance of normal function of the skin. Apparently a mild deficiency of this essential factor produces soreness of the mouth, nervous disturbances, indigestion, headache, and loss in weight, while some of the extreme symptoms of its deficiency are skin disease, pellagra, vomiting and atrophy of bone marrow. (6)

Riboflavin, formerly known as vitamin B₂, is apparently put in the optional ingredient class because of the fact that less accurate information is known in regard to its nutritional function. Its best known role is found in the fact that it combines with phosphoric acid and protein to form tissue respiratory enzymes which control some of the oxidations involved in the life processes of the tissues. (7) An adequate amount in the diet apparently prolongs the active life span, promotes general health, and is essential to the nervous system and to all respiration. (8)

Vitamin D is probably less important in any enrichment program, inasmuch as its role in promoting proper bone growth and as a preventative for rickets in young children has already been pretty well brought to public attention, and many foods have already been enriched with this essential.

Despite the complexity in the present medical and scientific picture concerning the major vitamins, their actual value in the diet is so unquestionable that it is obviously a part of any national health program to see that adequate amounts are insured. Now to what extent does the confectionery industry today provide these essentials?

Major Candy Ingredients And Their Nutritional Value

In discussing the present status of candy in this respect, it is necessary to examine its major ingredients, because the sum of the nutritional value of any compounded food product is the sum of the values of its ingredients less those that might be lost through processing methods. On the basis of statistical studies by the Department of Commerce, it is apparent that 65% of candy is made up of refined sugar and corn syrup (9). The balance of the ingredients are accounted for by chocolate products 10%, peanuts 10%, plus cocoanut and other nuts, milk and cream, and flavoring materials. (10) The sugar and syrup products are almost entirely devoid of any of the vitamin and mineral elements. The remaining ingredients do include most of the elements set up in the flour program. There is considerable confusion in the actual figures on vitamin and mineral content of chocolate, peanuts, cocoanut, other nuts and milk products. However, because of the 65%

sugar content, the amount of the elements furnished by the other ingredients per pound of candy are not sufficient to warrant substantial claims. In fact, a composite mathematical estimate, despite error of variations, indicates that confectionery products as a group include no more and probably less of these essential elements than does the refined white flour now under process of being enriched. In addition, only chemical or biological assay will determine whether processing methods have destroyed some of the essential elements found originally in candy ingredients. In any event, it is obvious that, like refined white flour, candy is deficient in a number of the essential elements, which brings up the question of considering all the factors involved in a candy enrichment program.

One of the first elements which should be considered is the official attitude of such governmental agencies as the Food, Drug and Cosmetic Administration, the Consumer Division of the National Defense Advisory Commission, and such scientific bodies as the National Research Council and the American Medical Association. Miss Harriet Elliott, Head of the Consumer Division of the National Defense Advisory Committee is reported to have issued a statement (11) concerning the fact that steps should now be taken to improve the health of the population, some 45,000,000 of whom were said now to be eating inadequate diets and consequently suffering from various degrees of malnutrition. The four main aspects of this problem for study were the improvement of white flour by the addition of mineral and B vitamins, improvement of sugar likewise deprived of minerals and vitamins in refining methods, improvement in the nutritional quality of edible fats, and a nationwide nutritional educational program to teach the population what it needs to know about food and nutrition. Thus apparently, Federal agencies are interested in improving flour and one of the ingredients of candy, namely, sugar. No statement nor expression of attitude has been made in regard to candy as such. However, in private conversations with governmental officials and with members of the Committee of Food and Nutrition of the National Research Council, it appears that there exists considerable opposition to the enrichment of candy per se. The feeling expressed was that by an enrichment of staple table articles such as flour and sugar, the addition of the minerals and vitamins to compounded foods would not be necessary and would tend to confuse the whole picture by inducing competitive advertising claims by food manufacturers.

Attitude of American Medical Association

In the July 20th, 1940, issue of *The Journal of the American Medical Association*, a report of the annual meeting of the Council on Foods presents the attitude of the American Medical Association as follows: "As far as general purpose foods are concerned, it was decided that, with few exceptions, fortification of these products could well be restricted to the restorative addition of important nutritional essentials for which a greater intake is considered to be in the interest of public health. In this way processed foods would be brought up to the original high nutritive level of unprocessed foods." In this same report a discussion of the cereal products established the principle that oatmeal has the highest content of thiamin (B₁) and that there is no objection to bringing other cereal products, including both the dry and to-be-cooked breakfast foods, up to the vitamin level of oatmeal. It was also stated in the article "The foregoing decisions refer to general pur-

pose foods, which means foods which are ordinarily considered to be useful for any member of a family." The purpose of this statement is evidently to differentiate between common food products and those made for special dietary use. (12)

In the August 12th, 1939 issue of the same periodical, the Council on Foods issues the following statement (13): "The question has been raised whether it would be desirable to add vitamin B₁ to soda pop and whiskey. The Council is opposed to such fortification because these preparations are not desirable in any nutritional program." . . . "The opinion of the Council regarding the addition of vitamin B₁ to sugars has been requested. There naturally are numerous questions which enter into any decision that might be made on this problem. A decision was withheld pending the accumulation of more data."

In the January 18th, 1941 issue of the same journal appears the following statement in an editorial (14): "The Council on Foods and Nutrition has not adopted the proposal that vitamins be incorporated in 'sweets' as far as the American market is concerned." In the same editorial a stand is also taken against propaganda which would lead to commercialization of synthetic vitamins in so-called vitamin candy. From the foregoing statements it appears that the Council on Foods is not ready to class candy as a general purpose food and is, in fact, opposed to the inclusion and commercialization of the vitamins in all types of compounded foods. The Sub-Committee on Food and Nutrition of the National Research Council apparently takes the same stand. (15)

Per-Pound Candy Content of Dietary Essentials

The Food, Drug and Cosmetic Administration under the Federal Security Agency has taken no stand as yet, Hearings on the vitamin content of food were held several months ago but no standards have been set nor have any limits as to vitamin and mineral content been established. Apparently the Administration has, however, given tacit approval to the standards set up in the flour enrichment program. However, until final decisions are handed down, it would seem untimely to undertake enrichment of candy. If the confectionery industry uses as a guide the standards set up in the flour enrichment program, it will be necessary to insure per pound of candy the following approximate quantitative content of the various dietary essentials: (1)

| Required | Minimum mg | Maximum mg |
|--|------------|------------|
| Thiamin (B ₁) | 1.66 | 2.5 |
| Nicotinic acid or nicotinic acide amide | 6.15 | 10.0 |
| Iron | 6.15 | 24.5 |
| Optional | | |
| Riboflavin (B ₂) | 1.22 | 1.83 |
| Calcium | 492.0 | 2 grams |
| Vitamin D | 246.0 I.U. | 369.0 I.U. |

These quantitative ingredients were published in the January 29, 1941, issue of *The Northwestern Miller*.

What are the problems and the factors involved in enriching candy up to the level of these standards as adopted by the milling industry? There are apparently two ways to accomplish this fortification in the essentials. First, through the medium of enriching the ingredients, and secondly, by the enrichment of candy by the confectioner himself.

In regard to the first method, it is impossible to predict whether the values in the ingredients will carry through the candy processing. The stability of vitamin B₁, considered the most important enrichment essential, is discussed by Sherman in "Essentials of Nutrition" as follows: "Like other thermolabile substances, thiamin is more stable to heating in a dry state than in solution. Thiamin, like Vitamin C, is (other conditions being equal) distinctly more stable in a moderately acid than in a correspondingly alkaline solution." (16) In candy processing, vitamin loss may well occur and it appears that control of pH is necessary. The problem, however, is one that requires practical investigation by the manufacturer. Apparently riboflavin and nicotinic acid are relatively heat stable and also it seems that the minerals are little affected by processing methods.

Flavor Modifications in Corn Syrup From Fortification

Experiments in the corn refining industry looking to the vitamin enrichment of corn syrup have demonstrated that flavor modifications are apt to take place when fortification is carried to a satisfactory level. It is a reasonable supposition that the same difficulty would be encountered in the enrichment of sugar. The addition of vitamins and minerals to flour might even result in flavor improvement, but where the sweetness factor enters in, disturbance of flavor quality may well be encountered. The same difficulty would probably take place if the vitamins and the minerals were to be added by the confectioner himself, rather than being acquired through the ingredients. But in order to make sure that the final product would conform to the regulations and quantitative requirements which are likely to be set up by the Food and Drug Administration, it would seem that if enrichment is decided on, the confectioner would be compelled to make the additions himself.

In addition, it is probable that each finished batch of candy would have to be chemically or biologically assayed to insure required content. Biological methods of assay are expensive and laborious, and chemical methods are not entirely satisfactory although less expensive.

The problem of added cost must also be considered. The flour millers estimate that it will require an additional cost of around \$0.002 per pound to add thiamin and nicotinic acid to flour. (16) In the already highly competitive condition existing in the confectionery industry, any added cost would intensify this condition unless an addition in price to the consumer is possible. Particularly in bar goods any addition in selling price seems difficult of accomplishment and the added cost would have to be borne by the confectioner. There is also the danger of some confectioners adding more than the standards require and throwing the industry into an even more intensified competitive dog-fight.

Would Candy Enrichment Promote Public Welfare?

One more thing needs to be considered and that is whether the enrichment of candy would promote public welfare by further contribution to national health. With the adoption of the enriched flour program and in consideration of the fact that many cereals and other products are already being enriched by the addition of these vital essentials of nutrition and others are being considered by authorities, the enrichment of candy might

well be an unnecessary and excessive addition. It is probably also true that the income class groups in which candy finds its greatest market are already supplied from other dietary sources.

However, despite all these apparent difficulties it still remains true that if candy is to be classed as a food product and is to be regarded as competitive with other energy foods which have been enriched with additional essential dietary factors, the problem of enrichment cannot be dismissed lightly. In addition, particularly with respect to vitamin B-complex, it has been demonstrated by Richter and Barelare (17) in the *American Journal of Physiology* that when experimental animals were fed a synthetic diet without the vitamin B-complex and allowed to choose their food, they ate very large amounts of fat but very little sugar. When fed thiamin, the animals chose sugar preferentially to the fat. Apparently, the consumption of sugar and carbohydrate material is greatly enhanced when the diet contains a substantial quantity of the B vitamins.

The choice for the confectionery industry therefore, seems to be whether it is willing to overcome the practical difficulties of enrichment, to risk a modification of its present desirable flavor characteristics, and to proceed without the clarification of scientific and official attitudes, plus the economic factors involved in increased cost and competitive dislocations, or, whether to stand pat on the energy food and condiment value of confectionery products.

Earlier in this article a promise was made that no definite position would be taken either for or against an enrichment program. It probably will not be a departure from this promise to indicate a belief on the evidence presented that a wait-and-see policy is desirable. Further experiments on the possibilities of enrichment should however, not be neglected and the industry should be prepared with accurate data when and if the addition of other dietary essentials seems more promising than it does at present. It is to be hoped that further discussion and other facts will be brought to bear on this problem in the future.

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1. *The Northwestern Miller*, January 29, 1941, p. 13
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3. *Ibid.*, p.11.
4. *The Journal of the American Medical Association* 145:4 p.292, July 27, 1940.
5. *Essentials of Nutrition*, Sherman and Lanford, p. 209.
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10. Confectionery Production and Distribution 1939, Domestic Commerce Series No. 111, by Bureau of Foreign and Domestic Commerce, Dept. of Commerce, p.22.
11. *Science News Letter*, December 14, 1940, p.371.
12. *Journal of the American Medical Association*, 115:3 p. 218.
13. *Ibid.* 113:7 p. 594.
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17. *Annual Review of Biochemistry* IX (1940) pps. 384 and 415.

CONVENTION PLANS TOLD

"Whats' Ahead For Confectioners" Will be Theme of 58th Annual Convention of The National Confectioners Association. Program Details Shaping Up for Meeting

PRE-CONVENTION details are occupying the National Confectioners Association as it prepares for the 58th Annual Convention, to be held this year at the Palmer House, Chicago, June 2 to 5. The theme of this year's convention will be: "What's Ahead for Confectioners," centering attention on the International situation and what effect, if any, a continuation of present world conditions will have upon the American Confectionery Industry.

"The emergency and long range problems of the Industry will be handled interestingly, uniquely and constructively," says Fred W. Amend, president of the Fred W. Amend Co., Danville, Ill., who has been chosen general convention chairman. No details of the program itself are available at this time, but the Industry in every part of the country will be appraised of the topics of discussion and speakers to lead the discussion, in plenty of time to make plans for attendance.

The program committee, under the chairmanship of Theodore Stempfel, vice president, E. J. Brach & Sons, Chicago, includes the following members: S. W. Hallstrom, vice president of the Walter H. Johnson Co., Chicago, and vice president of the N.C.A.; W. M. Cribbs, manager of the Veribrite Factory in Chicago of the National Candy Company; and the following advisory members: H. G. Gerrish, Squirrel Brand Company, Cambridge, Mass.; Gordon Lamont, Lamont, Corliss & Company, New York; and C. R. Kroekel, Kroekel-Oettinger, Inc., Philadelphia, Pa.

International Situation

Discussed First Day

This committee has scheduled a presentation of the International Situation and the Confectionery Industry for the opening session of the convention on Monday noon. This will be followed by an analysis of the raw materials situation by speakers representing various segments of the supply trade. Other parts of the convention program will deal with new merchandising problems, and the effects of the defense program on production and employment. There will

also be a report on the legislative situation as it affects particularly the Confectionery Industry.

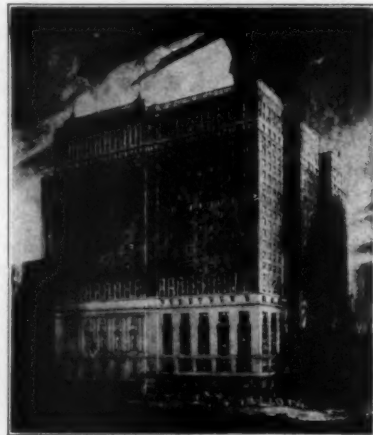
Production Forum To Discuss Candy Ration

The Forum Session, to which production men are particularly invited, will be under direction of the Exposition committee, which is headed by David P. O'Connor, sales manager for Penick & Ford, Ltd., Inc., New York. No details are yet available on the items on the production forum program, but among other things, there is a possibility that the new government candy ration may come up for discussion sometime during this session. Others on the Exposition Committee include:

C. S. Allen, C. S. Allen Corp., Brooklyn, N. Y.; Claude J. Covert, Vacuum Candy Machinery Co., New York, N. Y.; Harry P. Haldt, General Foods Corp., New York; Albert Horowitz, Up-To-Date Candy Mfg. Co., New York; F. J. Kimball, Kimball Candy Co., Chicago; James A. King, Nulomoline Co., New York; W. H. Kopp, American Machine and Foundry Co., New York; Irving J. Macauley, Reynolds Metals Co., Inc., New York; J. Edward Rowe, Ross and Rowe, Inc., New York; Charles F. Scully, General Candy Corp., Chicago; and R. R. Smith, E. I. duPont



Fred W. Amend, General Convention Chairman for 58th Annual N. C. A. Meet



Palmer House, Chicago, Where the Industry Meets, June 2-5

deNemours & Co., Inc., Wilmington, Delaware.

It is reported by Clapp & Poliak, Exposition managers in charge of the Confectionery Industries Exposition, to be held in connection with the Convention, that practically all of the exhibit space has been taken, several new firms having taken space within the last week.

Invitation has been extended to the A.R.C., meeting in Chicago at the same time, to attend the exposition, inasmuch as the A.R.C. meetings do not have a formal raw materials and machinery exposition.

Large Committee Plans Ladies' Activities

Elaborate plans are being made for the entertainment of the ladies. Mrs. Gross Williams is chairman of the Ladies Entertainment Committee, which consists not only of an active working committee of Chicago, but also an advisory committee representing different sections of the country. The local committee is made up of the following: Msdms. Fred W. Amend; Albert C. Beich; Otto G. Beich; Walter O. Birk; E. O. Bloomquist; Martin L. Cassell; Ben H. Goodman; M. J. Holloway; Walter H. Johnson; F. J. Kimball; L. W. Lennard; H. S. Martin; Lila H. Reed; O. Y. Schnering; P. F. Schock; P. E. McFarland; W. T. Reed; Robt. L. Schutter; A. H. Shotwell; Alex F. Walz; Geo. H. Williamson; Herb G. Ziegler; and A. L. Coleman.

Ladies from out of town who will serve as advisory members include the following: Msdms. H. R. Chapman, Cambridge, Mass.; Albert Horowitz, New York; A. G. Spangler, Bryan, Ohio; Marcelle H. Lowenstein,

Atlanta, Ga.; Homer J. Williamson, Indianapolis, Russell Stover, Kansas City and Ft. Worth, Texas; C. C. Chase, St. Joseph, Mo.; and Theodore A. White, San Francisco, Cal.

The annual dinner-dance and entertainment in connection with it are in the hands of the entertainment committee headed by Ben H. Goodman, Nutrine Candy Co., Chicago. Others serving on the committee include: N. V. Diller, Nutrine Candy Co., Chicago, co-chairman; E. R. Wood, manager of the Pan Confection Factory of the National Candy Co., Chicago; and A. H. Levitas, Chicago manager for the Ambrosia Chocolate Co., Milwaukee, Wis.

Golf Tournament At Olympia Fields Club

Olympia Fields will be the scene of the annual golf tournament, according to Will T. Reed, chairman of the Golf Committee. The tournament is scheduled for Thursday, June 5. It is not known as yet which of the five courses of the club will be open to tournament players, but there will be facilities enough to accommodate everybody and play over this club's famous courses should produce some handsome scores in the meet. Others on the golf committee include: Alex F. Walz, Peerless Confection Co., Chicago; O. W. Johnson, Penick & Ford, Ltd., Inc., Chicago; A. E. Cull, Corn Products Sales Co., Chicago; Henry King, Rockwood & Co., Chicago; and H. J. Berry, Franklin Sugar Refinery, Chicago.

One representative manufacturer from each principal trading area will be chosen to membership on the resolutions committee. In view of the unusual problems confronting the Industry at this time, it is expected



Philip P. Gott, Who As President, Will Direct His First N.C.A. Convention



Ted Stempel, Chairman of the N.C.A. Convention Program Committee

that the committee will play an important part in the deliberations on association policy and program for the coming year.

The association office in Chicago, and especially Philip P. Gott, president of the N.C.A. and M. F. Burger, secretary, present a picture of busy activity these days as details in connection with the convention are ironed out and the programs activities are brought into shape.

Exposition Space Practically Sold

Clapp and Poliak, Inc., who will again manage the Exposition as in former years, report that practically all of the Exhibit space has been sold. There are, however, still several choice locations available to supply firms who have not yet made reservations. Representatives of the firm will be in Chicago in May to make a final check and to complete details for the Exposition. At the recent Packaging Exposition, which is also

managed by this firm, Truman Clapp, president, indicated several of the exhibitors had expressed their intention of exhibiting, also, at the Confectionery Industries Exposition.

Several new machines for direct use in candy processing operations will be shown, among them a starch tray stacker, a new chocolate decorator, a new type starch moulding machine, and others. At the Packaging Exposition a great many bag-making machines, some of very low cost, were shown. This indicates that whereas bag-making at one time was a job offered exclusively by the supply source, economies to be effected from purchasing the bag materials in rolls and converting it into bags, etc., right in the candy plant have created a demand for efficient, low-cost equipment to accomplish the job, and manufacturers of this equipment have provided a wide range of machines for this purpose.

Considerable interest has been created in the Industry by the price fluctuations recently in sugar, flavors, cacao, and other products. While no discussion of these trends is scheduled on the formal convention program, certainly the opportunity of meetings between confectioners and their supply sources on these materials will afford many a person-to-person discussion over the future situation. The cocoa situation is particularly interesting at this time in view of the rumors of some sort of international agreement being discussed in government circles just now. Of even greater interest to manufacturers will be the work of the association's technical committee which has been chosen to work with the government on several problems.



Ben Goodman, Chairman of the Entertainment Committee in Charge of Annual Dinner-Dance



Will T. Reed, Chairman of Golf Committee Directing Tournament at Olympia Fields

MOISTURE

What Is It?

How Is It Determined?

By K. E. LANGWILL

IN CONFECTIONERY, as in practically all other food products, a knowledge of the moisture content is of utmost importance. Consistency and keeping qualities are dependent to a large extent upon this factor. A chewy caramel may take on the characteristics of a toffee if cooked to a temperature high enough to remove sufficient water. A cream center may ferment if dissolved sugar solids are too low and moisture is too high. A hard candy will sweat or grain, depending upon the percentage of internal moisture and upon conditions under which it is stored. If necessary, other examples could be cited but these which have been considered should suffice.

Now suppose a laboratory report on a sample of hard candy reads "Loss in weight on drying at 105°C. 2.75%". How is this result to be interpreted? If this loss in weight is due to water alone, it means that it is excessive and it will cause the candy to grain. Let us assume, however, that the hard candy is a cough drop. In this case as much as 1.5 to 2.0% of this loss in weight may easily be due to volatile flavoring material. The true moisture content would then be the difference between total loss in weight and the loss in weight due to volatile flavors. This amount of flavoring material can not be calculated from the original formula because it is impossible to incorporate any volatile flavoring material in hot hard candy without appreciable loss. An approximation of the amount of flavoring material remaining in the candy may be arrived at by grinding a sample under controlled temperature conditions and then extracting the resulting powder with a suitable organic solvent, such as ether. The solvent should be removed from the extract at room temperature, preferably below 70°F., to insure against volatile flavor loss. Finally to remove any trace of moisture due largely to condensation of water vapor, the extract should be placed in a cold desiccator and maintained under such conditions until no further loss in weight is observed.

If moisture in a confection containing a large quantity of invert sugar is determined in a natural draft air oven by drying over night (18 hours) at 105°C., still another source of error is introduced. As we already know, invert sugar is composed of approximately equal

quantities of dextrose and levulose. Dextrose is comparatively stable toward heat but levulose is more sensitive and begins to decompose at about 70°C. (158°F). As temperature increases, the rate of decomposition also increases until at high temperatures the whole mass may become caramelized. The caramel bodies formed may be looked upon as products of dehydration and the water lost as water of decomposition. True moisture determinations on samples of such a composition definitely require temperatures lower than 105°C. and this generally means vacuum drying.

What Is Moisture?

Before going further let us consider the types of moisture which are to be encountered when handling basic primary materials and finished confections. They are as follows:

First—Free moisture, that which is mechanically contained in a mixture of solid particles or occurs in water solutions or suspensions of substances and is neither chemically nor physically combined. Example: A jar may be filled to the top with sand, yet when water is poured over the sand, the jar will hold a considerable amount of water in addition. The water is not absorbed by the sand and circulates in the empty spaces between the grains. This is free moisture. When a confectioner makes a cold water suspension of starch, all of the water employed except that which is absorbed by the starch particles may be classified as free moisture.

Second—Absorbed moisture, that which has been drawn into the interior of solid particles. Example: A sponge which has been withdrawn from a pail of water and allowed to drain until no more liquid appears on its surface will give up absorbed water when squeezed. Because of the ability of starch to absorb moisture, which has already been noted, it is employed in making molds for cast confections. These molds serve a double purpose, they shape the confection and they also absorb excess moisture.

Third—Adsorbed moisture, that which is attached to the outside of solid particles in the form of thin films. Example: The outside of a drinking glass is covered by a thin film of adsorbed moisture at all times. It may not be visible to the naked eye but if the glass is filled with ice water and placed in a warm and humid room, the film of moisture on the outside of the glass will be built up to such an extent that condensed water will drip off. The same thing happens when a chocolate covered confection is taken from a cold room to a warm and humid one. The film of adsorbed moisture will be increased progressively until the chocolate covered confection reaches room temperature and may be

come so heavy that it will dissolve sugar from the coating. Upon evaporation of this condensed moisture, dissolved sugar will recrystallize on the chocolate surface and result in "sugar bloom."

Fourth—Water of crystallization, that which has become attached to individual molecules of substances producing compounds which are known technically as hydrates. Example: Dextrose hydrate. While this is a white powder and appears to be free from moisture of any kind, theoretically each molecule has one molecule of water attached to it. When this is removed we have anhydrous dextrose.

Fifth—Water of condensation, that which is produced when two or more molecules of a substance condense to form a larger molecule, the resulting product being capable of returning to its original state when recombined with water. Example: Two molecules of acetic acid (acid constituent of vinegar) in the presence of a proper dehydrating agent condense to form one molecule of acetic anhydride and one molecule of water. When acetic anhydride is mixed with water, it is again converted into acetic acid.

Sixth—Water of decomposition, that which is produced when a substance is broken down into simpler compounds which can not reform the substance from which they were derived upon coming in contact with water. Example: The effect of high heat on levulose has already been cited. Caramel bodies are formed which can not be reconverted into levulose.

In our present consideration of moisture, methods of analysis employed should not include either the fifth or sixth type. While the fourth is definitely a form of moisture, types one, two and three are most commonly encountered.

Methods of Determining Moisture

Having set forth the types of moisture, suppose we now consider methods for its determination. Since chocolate creams have been selected as representative of a large percentage of confections, moisture analyses have been made independently on the center (fondant) and on the coating (chocolate). The following methods have each been applied to the determination of moisture in fondant. With slight modifications (except Method 4), they have also been applied to chocolate coating, the results having been presented in an article in this publication.*

Method 1. A two- to three-gram sample is weighed into a petri dish containing approximately 30 grams of quartz sand and a short stirring rod. Sufficient distilled water is then added to dissolve the sample and distribute it uniformly over the sand. The dish is placed on a steam bath and stirred frequently until excess moisture has evaporated. It is then placed in a natural draft air oven at 105° C for 18 hours. The loss in weight is reported as moisture.

Method 2. A five gram sample is weighed into a 100 cc. beaker containing a flat-bottom stirring rod. 50 cc. of anhydrous acetone are added and the fondant is broken up in the acetone. This mixture is then allowed to stand until the liquid and solid particles separate. The clear acetone is decanted into another weighed beaker and evaporated over a steam bath. The fondant is treated with three successive portions of acetone, each treatment being similar to the first. Finally the fondant becomes

FUTURE ARTICLES

Other articles to follow in this series will cover the following subjects:

Identification of fats in Coating, especially important under the labeling provisions of the Food-Drug Act.

Analytical result of using cream, whole milk and skim milk in a caramel, showing the effect on the body, stand-up and shelf-life.

Identification of fats in confectionery other than chocolate coatings.

a fine white powder. Only 25 cc. of acetone are used for the last two washings. The acetone is evaporated from both beakers before placing them in the oven at 105°C for 2 hours. The loss in weight is reported as moisture. (Precaution: care must be taken in evaporating the acetone from the beaker containing the major portion of the sample. If it is left in direct contact with the surface of the steam bath, it will "bump" and some of the sample may spatter over the sides of the beaker. This can be avoided by raising the beaker about 1/2 to 1 inch above the top of the steam bath.)

Method 3. A two- to three-gram sample is weighed into a 200 cc. round bottom pyrex flask containing quartz sand and a stirring rod. As in Method 1., distilled water is added to distribute the sample over the sand and the excess is evaporated over the steam bath. By means of a "Y" or manifold joint the flask (or flasks) is attached to a vacuum pump and immersed in a water bath at approximately 80°C. The flask is held under a 29.5 inch vacuum for 5 hours. Before turning off the vacuum pump, pinch cocks which are on the lines leading to each individual flask are closed so that they remain under vacuum until cool. The pump is then turned off, flasks disconnected at the manifold joint, removed from the bath and dried. In the free end of the tubing connected with each flask, a drying tube containing calcium chloride is inserted. The flasks are allowed to come to room temperature, the vacuum is slowly broken and the sample and flask are weighed immediately.

Method 4. Seventy-five grams of fondant are dissolved in 25 grams of water. A Brix refractometer reading is taken at 20°C. Reducing sugars, as invert, before inversion must be determined, a correction of 0.02% made for each per cent present and the result is multiplied by 4/3 to correct for dilution. The difference between 100 and this value is reported as moisture.

Because one often hears of the toluene method for determining moisture, it may be well to point out why it is not always satisfactory for fondant. In the first place, the boiling point of toluene is approximately 111°C. and in order to keep the toluene distilling at the rate of about 2 drops per second as recommended by the A.O.A.C. it is necessary to raise the temperature of the oil bath to between 130 and 140°C. This temperature will have a tendency to decompose any invert sugar that is in contact with the bottom of the flask. In the second place, after distilling for two hours, only about half of the moisture is recovered from the sample. Even though a layer of sand, broken glass or glass beads is placed on the bottom of the distillation flask, the fondant does not spread out thin enough to permit the ready escape of moisture.

(Turn to page 36, please)

* Moisture Determination in Chocolate, K. E. Langwill, THE MANUFACTURING CONFECTIONER, Vol. XVI, p. 28 ff (1936).

Western Confectioners Convention, April 18 to 20

Western Confectioners Association will hold its 26th Annual Convention at Del Monte, Cal., April 18 to 20, according to program details just received from T. A. White, Sierra Candy Co., San Francisco, president of the association.

Opening session will be held at 11 a. m. on Friday, April 18. At a luncheon meeting the same day for members, associate members and guests, Leon Sweet, Sweet Candy Co., Salt Lake City, Utah, and past president of the association, will make the address of welcome. Response will be made by Harry L. Brown, Brown and Haley, Tacoma, Wash., also a past president of the association. The annual golf tournament will begin promptly at 2 p. m. and will be played on one of the best courses on the Monterey Peninsula. A stag party in the evening will complete the first day's activities.

For the ladies attending the convention, Friday afternoon and evening will be given over to a drive over the Peninsula's famous 75-mile drive, and a party at Monterey, which was California's first state capital, and is an historic spot.

Saturday's program calls for a morning business session beginning at 9 sharp, with group meetings, luncheons and other activities. Some of the topics to be discussed will cover state and national legislation, Social Security laws affecting the confectioner, the effect of the Wage-Hour law on the manufacturers versus the local retailers, sales possibilities for the ensuing year, and other matters of importance to the western manufacturers. The annual President's Ball will be held on Saturday night.

Group meetings and discussion groups will be continued on Sunday morning at the breakfast session, with general business sessions to follow. The new officers will be elected at this time, new business completed, etc. There will be a final luncheon at noon and the afternoon will be left to the members to spend as they wish.

Edward H. Jenanyan is chairman of the general convention committee, which has on its membership representatives of almost all west coast manufacturers. James Walz, San Francisco branch manager for Corn Products Sales Co., heads the finance committee; the nominating committee is headed by Leroy Gimbal, of Gimbal Bros.; Roy Carrington of Miss Saylor's Candies, and L. Ghirardelli of the Ghirardelli Chocolate Co., are co-chairmen of the golf committee. Reed Robinson and James Walz are heading the entertainment committee; Mrs. E. H. Jenanyan has charge of Ladies' Entertainment; and George F. Haines heads the publicity committee.

Present officers of the Western Confectioners Association include, besides President White, Alfred Beaudry, Beaudrey Bros., Los Angeles, vice president; C. M. Kretchmer, secretary-treasurer; Fred Pruter, manager.



T. A. White

THE FOREMAN'S NOTEBOOK

Every candy foreman has experienced, at some time or other, a real need for practical and authoritative suggestions and reminders on care of equipment. To further broaden its editorial service to the Industry, THE MANUFACTURING CONFECTIONER has arranged to bring in each month's issue a practical talk on the care of equipment or some mechanical problem. Equipment will operate more smoothly and have longer life if it is properly cleaned and serviced every day. This series of talks will be published in booklet form later.—The Editor.

Replacing Gasket in Vacuum Cooker Dome

★ Remove the old gasket and clean out the gasket groove with a screw driver or scraper to remove the old shellac or gasket cement. When the groove is thoroughly cleaned out, coat with a thin uniform coating of shellac or gasket cement. After standing for about five minutes, coat the groove again with a thin solution of the above and insert the new rubber gasket.

★ Care should be taken not to stretch the gasket. Rubber gaskets are made of standard size and should fit the groove perfectly. Hold the gasket in each hand and insert first one side and then the other. The balance of the gasket is then inserted by working gradually from the former points of contact and forcing the gasket in, gently, at the same time pushing the gasket back slightly towards the original points of contact.

★ Do not insert the gasket when the dome or the hood is hot, for this will cause the shellac or cement to dry too quickly. After the gasket is inserted pull down the hood and clamp the hood and kettle tightly together and let stand over night so that the cement will dry thoroughly.

Replacing Packing in Vacuum Pumps

★ Remove the packing gland cover and packing gland with a sharp instrument, preferably a piece of stiff wire with a hooked end. Pull out all the old packing. The packing to be inserted should be cut in rings of proper size and with the joining ends bias-cut.

★ Insert one ring at a time, by pushing in each ring with the packing gland so that the bias cut will be spaced opposite each ring inserted. It is also an excellent idea to insert graphite grease between each ring. Most vacuum pumps will hold four or five rings. When the last ring has been inserted, tighten the gland nut with a wrench to draw up the packing rings and back the gland nut off a half turn so that the shaft will run freely.

★ Use the proper size packing for the rings as recommended by the manufacturer. Do not use string packing, as this will slide around, cause binding, and score the shaft. Keep all grease cups well filled and turn them down often.

—Claude Covert



THE *Manufacturing* RETAILER



The Retail Confectioner and MOTHER'S DAY

By **GEORGE A. EDDINGTON**

MOTHER'S DAY is one of those national holidays that is made to order for the retail candy shop operator, even though the day itself has not yet developed any particular candies especially designed for it similar to the candies which logically go with Christmas, Easter and some of our other holidays. One of the problems confronting the retail manufacturer at this particular time, with relation to Mother's Day, is the fact that so much other gift merchandise has been promoted in connection with the commercial aspects of the day.

My good friend Ben Young of Famous-Barr in St. Louis, tells me that the first Mother's Day was inaugurated in 1908, through the efforts of Miss Ann Jarvis of Philadelphia. I take his word for it, because he was in the candy business in Philadelphia at that time. The story goes that Miss Jarvis went to the then Mayor of Philadelphia, Mr. Brandenburg, and asked him to set aside a day on which all mothers, living and dead, would be honored. Mayor Brandenburg set aside the second Sunday in May, by official proclamation in which it was also requested that Philadelphians wear a white carnation in honor of dead mothers, and a pink carnation in honor of living mothers. One of the leading Philadelphia newspapers took up this campaign and put it over. The florists made a lot of money, with carnations selling as high as 50c apiece. This first Mother's Day was, thus, essentially of benefit only to the florists.

The next year, Wanamaker's used every one of the show windows in their huge store to show paintings of famous mothers—Lincoln's, Wanamaker's, and others. These pictures were displayed against a black velvet background. So great was the press of people looking at these displays that the store management was forced to build barriers to keep the lookers at a safe distance. The



George A. Eddington

third year, the store with which Mr. Young was connected arranged a window in which they showed an old spinning wheel, a pair of old-fashioned spectacles, a pair of slippers and table and lamp arranged to look like a room from which mother had just stepped out. In this window they also showed an assortment of their very best candies, tastefully arranged and suitably decorated. This, so far as we know, was the first connection of candy with Mother's Day. A sidelight on the effect of this original display can be gained from the fact that Miss Jarvis came

April Special

Pralines

3 lb. white sugar
2 lb. brown sugar
1 qt. water

Cook to 240°F. Then take 2 lb. small pecans and put into batch and put back on fire and bring to boil. About 238°. Remove thermometer and take a good-sized kitchen spoon and work a little grain on the side of the kettle just so it begins to look a little milky. Don't try to get too much grain. Then with your spoon draw this grain and some of the batch out and lay out on waxed paper. Do this with each piece. If color is not quite as desired, add a little burnt sugar to the batch before you begin spooning it out.

Warning: Don't try this unless you have real skill. There is a definite knack required to get the proper amount of grain in each piece. Don't lay your wax paper on a slab or metal cooler. Put wax paper on a wood table or board.

to the store the following day and protested against what she called "commercialization" of the event. However, Mr. Young and his associates were able to convince her that giving a gift of candy on Mother's Day was a real gesture of thoughtfulness and therefore, properly associated with the event. It was not until 1914 that President Wilson proclaimed Mother's Day a national holiday.

All this by way of background. We see that candy was associated with Mother's Day almost from the beginning of the day's observance. Today, of course, a great many other things are promoted in connection with the day, in addition to flowers and candy. It is a pity that the original idea of the day has been so dissipated in favor of the more commercial aspects of it, but that seems to be a typically American development. The candy trade today must merchandise their goods in terms of the "day" in the same aggressive manner as do the hundred and one other gift lines, else candy as a Mother's Day item will be forgotten.

Packing a box for Mother's Day should be done with the utmost care. The purchase of candy for this occasion is more than merely buying a box with a picture of grandma on it, trimmed in lavender and old lace. Many mothers who will receive a box of candy on this day are definitely not in the grandma or old lady class. There will be a lot of them who are pretty snappy gals, and it's going to take something more than ordinary to convey the right Mother's Day sentiment. It seems to me that only the best pieces in your lines should go into your Mother's Day package. In this respect, the retail manufacturer has a much greater leeway in the matter of planning a Mother's Day box than does his wholesale competitor. A good many of the latter type are taking their regular stock box lines and attempting to make them fit the occasion by providing them with a paper or cellophane slip cover trimmed in a Mother's Day design. Nothing at all has been done to try to fit the contents especially for this trade. Here is where the retail shop man has a tremendous advantage, if he will recognize and use this advantage.

What to feature in the Mother's Day box? That is not so easy to reduce to specific items, for we haven't really developed any special Mother's Day pieces as such.

Here is an item you can add to your chocolate assortment to give your package eye appeal. Marzipan candies in flower designs. While they may be the last pieces to be eaten they will nevertheless add and retain eye appeal in a box right up to the time the last piece is eaten. They will build up a box tremendously.

The more perishable candies, the real retail store pieces, should certainly be in your assortment. In a package made up for this day, you have no problem of shelf life beyond the days immediately before and the day itself. Since some of the very best eating pieces are of this type, they should certainly be in your assortment. For this occasion the candy maker should be permitted to extend himself a bit and to do that he needs time and the chance to utilize his own creative ability. The Mother's Day box should designate the love and devotion with which the gift is given.

If candy as a Mother's Day gift has slipped a little in the past few years, it is exactly because we have made our candy assortments too impersonal. As a consequence, other gift merchandise has stolen a little of our thunder. It is very logical that Mother's Day gifts should carry out that very personal touch, for that is the relationship between mother and children. If your gift does not convey this, it is out of step with the occasion.

To convey the old-fashioned idea for a Mother's Day candy gift, you might make up an assortment of peppermint mints, lemon drops, and hard candies. To the older women, at least, this will convey the proper spirit. Peppermint creams certainly belong in the assortment. You may be surprised that we recommend hard candies for the older folks, but don't forget that when these older folks were young, they didn't have all the fancy stuff we've got today, and it is these old-fashioned candies that recall to them the days of their youth.

In the Chicago *Daily News* the other day, I read of a woman in Montana, 103 years old, who munches hard candy every day. She is said to have been consuming at least a pound of hard candy a week for a longer time than even her eldest daughter can remember.

Another good piece for the Mother's Day box is a light nougat piece with fruits and nuts in it. It adds color to a chocolate assortment, and can be eaten by most older people who will not eat a chocolate or some other piece. A good nougat for this type of use can be made from the following formula: 1 gal. honey; 2 lb. sugar; 1 lb. egg albumen; 1 pt. of water; 1 oz. salt; 15 lb. corn syrup; 25 lb. sugar; 5 lb. powdered sugar; 7 lb. pistachio nuts; 5 lb. pecan halves; 2 lb. coconut butter.

Soak egg albumen in the pint of water. Beat up and beat-in the honey and 2 lb. corn syrup. Add the salt. Now, take the larger batch of corn syrup and sugar and cook to 285 F. Pour this batch into the one you have in the beater and keep it going. Add powdered sugar (sifted) then add the nuts and 2 oz. vanilla. Just before you pour it out, add the coconut butter, chopped up fine. Pour out on wafer paper. Cut into small pieces and wrap these. You may also add 5 lb. of whole cherries (after adding the nuts) if you want fruit in this nougat.

In my opinion, the retail manufacturer is the logical producer of candy which must be so highly "slanted" as that which is appropriate for Mother's Day. The retail manufacturer in the right spot is also the logical one to catch the business of children who want to buy a "child's gift" for Mother's Day—in other words, a package of candy that carries the Mother's Day sentiment as well as a typically childish sentiment. For the grownup gives the larger package assortment is fine,

but you've got to provide something for the small giver, the little fellow or girl with a quarter or fifty cents to spend, or even only a dime. They should not be forced to the dime and variety stores, but the retail shop should provide something also for them. You're missing a bet if you neglect this trade—these little folks are your big customers of tomorrow. Get them accustomed to finding what they want in your store, and they'll come back to you for other candies for many, many years. Too many retail shops neglect this business. Maybe it does mean much extra bother; maybe the volume of this type of candy doesn't amount to much; maybe the youngsters who have a hard time making up their minds are a nuisance to your salespeople. But at least for Mother's Day, let's put forth a little extra effort in their behalf.

HOLIDAY WINDOW TRIMMINGS FEATURED AT A.R.C. MEET

Window decorations for certain candy holidays and special seasons will be prominently featured on the convention program of the Associated Retail Confectioners of the U. S., meeting for their 25th Annual Convention at the Morrison hotel, Chicago, June 1 to 4. Eight dioramas representing eight holidays will be set up on the convention floor, each decorated by a different organization.

The Valentine's Day window will be trimmed by Bunte's Teakwood Shop in Chicago, under supervision of Miss Margaret Bowes, who will also present the window and discuss its features. The Christmas window will be decorated by Busy Bee Candy Co., St. Louis, under direction of George Frederick. Saunders of Detroit, under supervision of Chas. Welch, Jr., will set up the Mother's Day window. A general Summer window will be dressed by Wolferman's of Kansas City, Miss Ruth Meinsen, supervising.

The Hallowe'en window will be trimmed by the O. P. Bauer organization of Denver, with John H. Jacobs, new Bauer president, in charge. Steven Candy Kitchens, Chicago, will trim the Thanksgiving window, with Mrs. Mildred Sayre in charge. Another prominent Chicago concern, Mrs. Snyder's Home Made Candies, will set up the Easter window under direction of Mrs. Frieda Miller. The eighth store window diorama will cover the subject of "daily specials" and will feature mainly bulk candies. This diorama will be trimmed by the Stop and Shop factory, Chicago, under supervision of Harvey Weiss.

Tom Barron, of Barron's, Framingham, Mass., will act as master of ceremonies for this part of the program, scheduled for the afternoon of the first day of the convention. Another new feature which is being given prominence for the first time this year will be the panel discussion on costs. Questionnaires have been sent to a large number of representative manufacturer-retail set-ups in different classifications, and response to date indicates there is a lively interest in the subject of costs. This part of the program will be in charge of J. J. Brennan, secretary of the Mavrakos Candy Co., St. Louis, who will make the opening talk and act as coordinator of the panel discussion.

The second day's sessions will be given over to the Candy Clinic, and the latter part of the afternoon program will feature the "Ask the Experts" session, wherein questions covering all phases of retail operation will be answered by a foursome including James King of the Nulomoline Co., New York; Mrs. Anderson (formerly Margaret Gilbert) of Maud Muller, Columbus, Ohio; George Frederick, Busy Bee Candy Co., St. Louis, Mo.; and Herbert Dimling, Dimling's, Pittsburgh, Pa.

New Confectionery Company Launched

Announcement was made March 15, from Newark, New Jersey, of the founding of a new confectionery company to be known as M. & M. Limited. Founders are two young men with a rich background in the candy business, Bruce Murrie and F. E. Mars. Mr. Murrie, who is 31, is the son of W. F. W. Murrie, president of Hershey Chocolate Corporation, and Mr. Mars, who is 36, is the son of the late Frank Mars, founder and head until his death of Mars, Inc., Chicago.

The product the new manufacturing company will concentrate on for the present is called "M & M's," small milk chocolate centers covered with vari-colored and flavored soft sugar coatings. These pieces are put up in a paper tube covered with a lithographed wrapper showing the candy pieces in various colors. The tube sells for a nickel.

Murrie and Mars have known each other for years. Mr. Murrie graduated from University of Pennsylvania in 1933 and entered the brokerage business in New York. Mr. Mars was graduated from Yale in 1924 and went into business with his father in Chicago, manufacturing the "Milky Way" bar. Eight years ago he went to England, where he founded Mars of England, Ltd., to manufacture Milky Way bars for that country. He came back to the U. S. about a year ago, on account of the War, but still retains his interest in the British company.

About a year ago, Murrie and Mars decided to form their present partnership. They opened their plant in Newark on advice from the elder Murrie, who urged it because of the city's transportation facilities, nearness to markets and desirable factory sites. Distribution from the new plant began on March 10.

Australian Confectioner Visits U.S. Manufacturers

R. J. McNiven, managing director of McNiven Bros., Ltd., Sydney, New South Wales, spent about six weeks in the United States recently, visiting candy and ice cream plants. At one time Mr. McNiven was with Wallace & Co., Brooklyn, N. Y. and with several other U. S. candy plants before going to Australia and founding his own company. He was a welcome visitor at our Chicago office on his way through to the West Coast, where he took the *S. S. Mariposa* for home on April 2. Among other things, Mr. McNiven reports that much of the machinery used in his home plant has been developed right in their own machine shop, on account of the expense involved in shipping from American and European sources. While in Chicago, Mr. McNiven visited the Williamson Candy Company plant and that of Mars, Inc.

Wurzel Elected Head Of Loft Candy Corp.

Maurice L. Wurzel was elected a director and president of Loft Candy Corp., Long Island City, N. Y., at the annual stockholders meeting held recently. He succeeds J. Beresin, who was named chairman of the executive committee. A. M. Greenfield was re-elected chairman of the board, and Marston Abercrombie was re-elected vice president in charge of operations. President Wurzel is president of the Bankers Bond and Mortgage Company of New York.



EDITORIAL

Vitamins and Candy

THOSE who have read, or will read, Norman Kennedy's article on "Vitamins in Confectionery" in this issue, will note that the writer has concluded that in the light of present knowledge, inclusion of vitamins in candy is as yet an open problem requiring much technical research before fortification of candy with additional essential nutrition ingredients can be undertaken by the Industry as a whole. The careless reader will be inclined to believe that the only conclusion to draw from the article is "let well enough alone." Mr. Kennedy does point out certain technical and cost difficulties which seem to rule out vitaminization of candy, but he also concedes that, in the light of present research along these lines, it may well be possible to accomplish vitaminization of candy very successfully, without encountering the problems which at present seem to militate against candy enrichment.

Since the whole subject of fortification of foods with essential vitamins and minerals has been brought up in connection with our National Defense program, a great deal has been said and written on the subject. The danger is that some so-called "experts" may tempt manufacturers to go into experimental work along this line without proper investigation and without sufficient technical guidance. As Mr. Kennedy points out, experiments with certain vitamins in connection with corn syrup have indicated a tendency of the vitamins to affect the flavor. Since corn syrup is an important ingredient of much candy, it is safe to believe that this effect will carry over into the finished product. On the other hand, fortification of candy with a sufficient amount of various essential vitamins may seriously affect the cost of the finished product. Still another point, not mentioned by the author, is the fact that certain vitamins must be used together with others to produce salutary results. Vitamin A, for instance, is ineffective unless a sufficient amount of Vitamin D is present to convert it in the human body.

Nutrition is not based exclusively on vitamins. There are many food essentials besides vitamins which are equally important to good health and physical fitness. The fact that these other essentials are more abundant in nature and more readily available makes them no less important. Candy already contains many of these essentials and accordingly, properly belongs in the category of food.

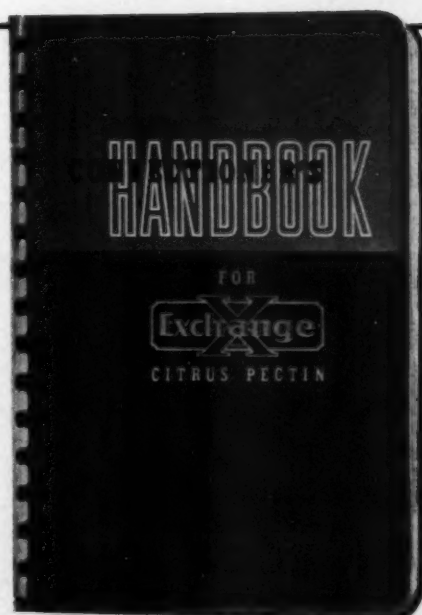
Fortification of candy with certain vitamins is not new. Some work along this line was done 'way back in 1921,

by Page and Shaw. Their "Vitamine Chocolate" was exhibited at the American Medical Association convention in Boston and at the Massachusetts Dental Convention in Swarthmore. This chocolate contained three of the then-recognized "vitamines": fat soluble A, water soluble B and C, concentrated from fruits and vegetables. Since then other manufacturers have experimented with vitamin candy, the most recent within our ken being Herz Candy Co. of St. Louis, which experimented with vitamin D candy in 1939. It seems fairly certain that other manufacturers are working on this candy fortification idea at present. They should read Mr. Kennedy's article before continuing their work.

In all the foregoing we have spoken only of the candy being produced for the public. An entirely different side of the fortification picture is presented in connection with the confection which is being developed for the U. S. Army's emergency ration, on which a technical committee from the Industry is working at present. The problem here is to produce a confection filling the government's requirements for inclusion in the soldier's field ration. Thus, it is not a matter of producing only a confection with pleasing taste and made of good quality raw materials, but more essentially, of making a candy which, in addition to the above, will contribute materially to the well-being and comfort of the soldier who, in hot climate or cold, in wet or dry, far removed from the regular meals of the home camp, is carrying on under difficult conditions. Under the varying conditions encountered by the soldier in the field, the "keeping quality" of this confection is very important.

It is essential above everything else that this confection be well fortified with all the ingredients which will sustain the soldier and keep him physically fit to carry out the difficult assignments demanded by field operations. In this type of confection the vitamins and minerals are more important than the common candy ingredients, and the problems is to incorporate as many as possible in a basic candy formula to produce a palatable, nourishing food which, together with the other foods in the emergency ration will keep the soldier in top shape for a given period of time.

This is, as we have said, an entirely different problem and merits the widest cooperative assistance of all candy manufacturers and their technical staffs. All the help you can provide in the way of experience and technical information should be very welcome.



You can recognize the quality difference every time in jelly candies made with Exchange Citrus Pectin—and so can your customers. It makes a world of difference in brilliant appearance, smoothness of texture and fine flavor—whether made cast or slab. That's why Exchange Citrus Pectin is preferred and everywhere recognized as the "Standard." And you are sure of a constant supply, because California oranges and lemons are harvested every week in the year.

Send today for your free copy of the Confectioner's Handbook, giving all latest Exchange Citrus Pectin formulas. Write now to Division 204.

**CALIFORNIA FRUIT GROWERS EXCHANGE
PRODUCTS DEPT., ONTARIO, CALIFORNIA**

Branch Offices

189 W. Madison St., Chicago 99 Hudson St., New York

NEWS OF THE SUPPLY FIELD

EQUIPMENT • MATERIALS • MARKET INFORMATION • FIRMS • PERSONALS

Zimmer of Fritzsche Called by Death

Benedict F. Zimmer, vice president and western sales director for Fritzsche Bros., New York, died at his home in Chicago on March 16. Mr. Zimmer was born in Chicago, June 23, 1878, and joined Fritzsche Bros. in 1901. He was put in charge of the Chicago office about 1906, and at the company's incorporation in 1919 was elected vice president in charge of western sales. Mr. Zimmer had a wide friendship throughout the industries with which he came in contact and was particularly active as a member of the Chicago Drug and Chemical Association of which he was a past president also of the Chicago Perfumery, Soap and Extract association. He was a member of the Chicago Athletic Club, Skokie Country Club, Tam O'Shanter Country Club, and the Minocqua Country Club of Minocqua, Wis., where he maintained a summer residence. Surviving him are his widow, Nellie B. Zimmer; his son, Benedict F. Zimmer, Jr. of Manhasset, Long Island; and a daughter, Charlotte C. Zimmer, who made her home with her parents.

Benz Joins American Management

Oliver F. Benz, former director of sales for the Celophane division, E. I. duPont de Nemours & Co., Inc., Wilmington, Del., has been appointed vice president in charge of the packaging division of the American Management Association. This is a newly created division in the association which will be devoted exclusively to packaging activities which were formerly administered by the group's marketing and production divisions.

All officers of the Monsanto Chemical Company were re-elected at the recent meeting of the newly-elected board of directors.

Pickus Publishes Booklet on Aptitude Tests

A 16-page booklet entitled "The Use and Ability and Aptitude Testing in Business" has just been published by the Personnel Institute of Chicago giving a simple explanation of the scientific plan which is followed by that organization in building "batteries" of tests for all types of sales, executive, clerical and production jobs. The author of the booklet is Morris I. Pickus, who will be remembered by many as one of the featured speakers on last year's N.C.A. Convention program.

Noiseless, Portable Factory Vacuum Cleaner

A new noiseless, portable vacuum cleaner for use in industrial plants has just been announced. The outstanding feature of this machine is its combination of extremely quiet operation, great power and ease of

handling. It is designed for heavy-duty work and is equipped with a full horse-power motor, mounted on grease-sealed ball bearings which require no oiling. The machine weighs only 50 lb. and can be easily rolled about, or carried if necessary. It has a wide variety of attachments for various types of industrial cleaning, among them cleaning of walls, overhead pipes, removing dust, chips, and litter from machines in the course of assembly. It can also be used for cleaning of boiler tubes and boiler tops in power plants.

New Members for Fritzsche 25-Year Club

Charles Schneider and William Keller, representing the sales and shipping departments, respectively, are the 14th and 15th members to be admitted to the Fritzsche Bros Quarter of a Century Club. They were honored at a luncheon attended by club members and company officials, President F. H. Leonhardt presiding. Each received a gold wrist watch from the company employees and a substantial government bond as a gift from the company.

Frozen Coconut Now Available

A new scientific preparation of fresh coconut, peeled, shredded and frozen so it will retain its natural whiteness, flavor and normal moisture, is being marketed in Chicago. It has been available in bulk form for some time, but is now also being made available to housewives in package form.

Chocolate Standards Hearings Postponed

Hearings on the definitions and standards for chocolate products, which were to have been re-opened March 31, have been postponed until May 12, it was announced by the Food and Drug Administration. The postponement was made at the application of the American Sugar Cane League of New Orleans, La., which made a request for further adjournment of the hearings in order to obtain more detailed evidence with regard to the saccharine ingredients of chocolate products. All other phases of the hearings have been concluded except the presentation of additional evidence as to sweetening agents.

Anti-Mold Paint Developed for Food Plants

Anti-mold paints which will help solve the problem of mold in food plants have been developed from a chlorinated rubber base and are now available to the food industries. The new paints are said to resist mold in bakeries, breweries, jelly and confectionery plants. Under conditions of severe mold growth, the new paints have

held up six to eight months without showing signs of mold. Observations are still continuing to determine the length of time the new paints will resist mold growth.

D. P. O'Connor Made Penick-Ford Sales Manager

David P. O'Connor has been named general sales manager of Penick and Ford, Ltd., Inc., of New York, and Cedar Rapids, Iowa, by action of the company's board of directors. Mr. O'Connor, who heretofore was vice president in charge of the company's bulk sales, will now direct all the sales including both industrial and consumer products. Mr. O'Connor has been associated with the firm since it was founded. In 1927, he was made sales manager of the bulk division and later in the same year was elected a director. He became vice president in 1935 and also held the vice presidency of the Penick & Ford sales company which was dissolved in 1936. John Lind, formerly secretary of the company, was elected vice president.

Sugar Price Advances Not Justified, Says Elliott

Recent advances in refined and raw sugar prices, attributed to an anticipated shipping shortage, are not justified in view of the basic sugar situation, recently said Miss Harriett Elliott, consumer commissioner of the National Defense Advisory Council. According to Miss Elliott, the shipping situation has been thoroughly discussed by her with the Emergency Shipping Committee of the U. S. Maritime Commission, who have assured her that enough tonnage is available to move in from off-shore producing areas sufficient quantities to safeguard normal sugar consumption in this country.


Selling In Egypt? Watch Trade Mark

It is perhaps improbable that any American confectionery manufacturers are exporting candy to Egypt at the present time and under existing conditions. However, a letter was received in our editorial offices early this month from Lysaght & Co., Cairo, Egypt, notifying us of the revision of Egyptian trade mark laws which require that all trade-marked products marketed in that country must be registered in accordance with the new law. This applies to old as well as to new marks. There is a heavy penalty attached to violation of the new statute.

Flavor Executives Return From Survey Trips

Three executives of Florsynth Laboratories, Inc., New York, have recently returned from extensive travel in various sections of the U. S., Mexico and South America, where they surveyed producing and manufacturing areas of principal flavor materials grown on this continent. They are: Charles L. Senior, vice president; William Lakritz, secretary and Dr. Alexander Katz, treasurer of the company, stationed in New York, Chicago and Los Angeles, respectively. Mr. Senior covered the U. S. and Mexico as far as Mexico City; Mr. Lakritz went west to Los Angeles and then to Mexico City; Dr. Katz came east as far as Chicago and made a swing up through the Northwest, including Vancouver, B. C.

for April, 1941



The **BEST**
CANDY SALESMAN
OF THEM
ALL



FUNSTEN
PECANS

17
SIZES

The Funsten line offers more economical production possibilities. Flavors and processes available in 17 sizes—a size and grade for every confectionery requirement. Additional economies result from reduced inspection costs, the reward of Funsten's uniform quality, low moisture content, fewer shlings, broken pieces and shivels.

A well-known confectioner said, "Candy is an 'impulse' item... but good candy is a repeat item." That's why so many confection manufacturers use FUNSTEN PECANS. They know these sweeter, firmer full-flavored pecans make good candies better. And there's nothing like quality to make the public keep on buying.

FUNSTEN quality doesn't "just happen." It's the reward of fifty years of concentrating on one thing—the production of finer pecans. Here equipment, plant and skilled personnel are coordinated to maintain our rigid quality standards. Order from your regular jobber or write us for name of nearest representative.



R.E. Funsten Co.

1515 DELMAR BLVD. ST. LOUIS, MO.

FONDANTS ...

• Cooked and Cooled
in one operation
BY THE
**SIMPLEX
VACUUM
COOKING
COOLING SYSTEM**
(steam or gas)



PATENTED

THE SIMPLEX VACUUM COOKING AND COOLING UNIT is now furnished in various sizes—from 100 pound batches to 800 pound batches—production 200 pounds per hour to 2,500 pounds per hour. Steam or gas.

Whether you make Hand Roll Cream or Cast Cream or both, you will be greatly interested in the results of other leading manufacturers in the application of cooking and cooling by vacuum. For several years, many enterprising manufacturers have used the "Simplex Cooking and Cooling System" to produce cream fondant on a production basis at considerable savings and with absolute control over quality factors, thus enabling them to better meet competition with superior quality.

As an illustration here are a few advantages:

Increased Production—with one (1) 5 foot cream beater, 800 pounds per hour (actually being produced).

Saving in fuel & water—because of lower cooking temperature and vacuum cooling.

Smoother and whiter product—because of lower cooking temperature and quicker cooling.

Less labor required—because the necessity of washing or steaming beater is eliminated.

Also many other advantages almost too numerous to mention.

Without any obligation we are ready to extend the fullest cooperation to you to help you determine what we can do for you in your own plant under your own working conditions.

Manufactured by

The Vacuum Candy Machinery Co.
15 Park Row New York, N. Y.

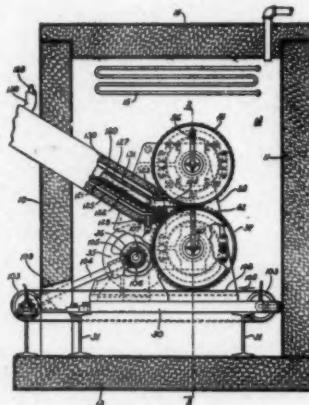
PATENTS

The following memorandum relating to Patents is made available through an arrangement with James Atkins, registered patent attorney, Munsey Building, Washington, D. C. The trade-marks were recently published by the U. S. Patent Office and, if no opposition thereto is filed within 30 days after the publication date, the marks will be registered.

2,224,430

APPARATUS FOR FORMING STICKS OR RIBBONS OF CHEWING GUM OR THE LIKE

Frank A. Garbutt, Los Angeles Calif. Application April 22, 1939, Serial No. 269,377. 11 Claims. (Cl. 107—8)

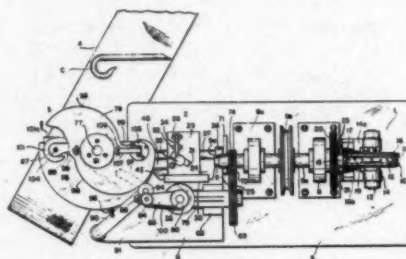


1. In a machine for forming chewing gum, the combination of: cooperating forming means so connected and operated as to press the gum while hot into individual sticks; cooling means for artificially cooling the forming surfaces of said forming means to a temperature at which adhesion of said hot gum to said surfaces is prevented; enclosing means within which said forming means operates; and means for removing moisture from the air within said enclosing means for the purpose of preventing deposition of moisture on the surfaces of said forming means.

2,224,400

CANDY-MAKING MACHINE

Ray W. Krout, Paterson, N. J., assignor to Charms Company, Bloomfield, N. J., a corporation of Delaware. Application November 29, 1938, Serial No. 242,990. 16 Claims. (Cl. 107—4)



1. A candy-making machine comprising a tubular guide, a cutter in line with said guide to sever pieces of candy in succession, superposed members one of which is rotatable in line with said cutter to receive said pieces separately, means for moving the cutter towards and from said members and means for bending over an end of said pieces.

2,231,476

CONFECTION OF THE GUMDROP TYPE CONTAINING THIN BOILING, HIGH FLUIDITY, HIGH SCOTT STARCH

Harry Meisel, North Bergen, N. J., assignor to Corn Products Refining Company, New York, N. Y., a corporation of New Jersey. No Drawing. Application July 13, 1939, Serial No. 284,200. 2 Claims. (Cl. 99—134)

1. Confection of the gum-drop type containing acid hydrolyzed, thin boiling corn starch of substantially 60 fluidity, the Scott of which is about 70.

HEADQUARTERS FOR

Pineapple Cubes

and

Dipping Strawberries

also Dipping Peach Cubes . . . Dipping Kumquats . . . Rum and Plain Raisins

BLANKE-BAER EXT. & PRES. CO., ST. LOUIS



ASK OUR JOBBERS FOR SAMPLES

FRITZSCHE BROTHERS, INC.
76 Ninth Avenue, New York, N. Y.

DODGE & OLCOTT COMPANY
180 Varick Street, New York, N. Y.

Distributors for: CALIFORNIA FRUIT GROWERS EXCHANGE • Products Department, Ontario, California
Producing Plant: The Exchange Orange Products Company, Ontario, California

Copyright, 1940, California Fruit Growers Exchange, Products Dept.

From Our Service

Correspondence Files

Packaging in South Africa

Under separate cover we are sending you a sample of what we call our "Thirst Quenchers" and we shall be pleased to have your suggestions as to re-design. We are particularly struck with some of the transparent-packaged candy offered by the U. S. manufacturers.—C. S. C., Johannesburg, South Africa

Reply: In the light of American practice with bags and other packages made from cellophane, we believe there is definitely room for improvement on your bag. It seems to be hand-made, and the label used on it is "past practice" as far as the U. S. Industry is concerned. Bag-making machinery is available from source we are naming, and the printing of cellophane has become highly developed in this country. We are asking representative manufacturers to get in touch with you.

Jujube Formula

Please send me a formula for Jujube candies, incorporating glycerine and gum.—S. M., Rhode Island

Reply: Herewith we are sending you a Jujube formula. The procedure is as follows: Keep the mass fairly hot while it is clearing up, but do not heat to boiling point and do not stir during this period. Cast in starch

and let stand about two days. After removal from starch, spread thinly on wire screen and steam slightly. Now they are ready for polishing. An oil or polish that is used by some manufacturers is made from 12 lb. tetra chloride and 5 lb. white vaseline mixed together and thinned out with mineral oil.

Slanted Trade-Mark

We appreciated the analyses of our two packages made by your recent Packaging Clinic. Regarding the trade-mark being at a slant, that is the way our trade-mark is carried on all labels, boxes, trucks and stationery. It is our opinion that it is much more apt to attract attention in that position. Since we have adopted this method of displaying our trade-mark, we notice some very large firms have done the same thing.—H. J. W., Indiana

Reply: The Clinic did not criticize the use of slanted trade-marks as such, but felt that the execution of the slant on the particular package in question could have been improved. We agree with you that it is the unusual which attracts, as many advertisers have learned.

Best Grocery Item

Your comment in connection with our "Bits" box in a recent issue, is undoubtedly based upon orthodox rules for packaging. We thought you would be interested to learn that this package is meeting with what might properly be called "spectacular" success. A survey made in the grocery market in the East recently, revealed this 7-oz. package and a soup mixture introduced recently, as the two best grocery numbers of the year. We are mighty proud of this package and are sure you will agree that we have some justification for so feeling.—H. L. W., New York

Reply: Without going into details relative to the Clinic's criticism of this package, you are probably right that it is the final results in terms of turn-over which stamp a package as good or bad. Yet, we wonder if the success of this item is a result of the packaging or of the goods itself. If the former, then you are justified in feeling proud of the package. If the latter, then a better package would increase the sale of this item still more.

Trouble with Mixed Candy

Under separate cover we are mailing you a sample of mixture. We had trouble last Fall with its getting sticky. Will you please analyze and let us know what to do to avoid this; also suggestions you can offer that will improve on this open-fire cooked mixture?—B. L. M., Virginia

Reply: Our Candy Clinic has checked this mixture and has given us their report which we are forwarding. The Clinic Superintendent has also included a formula which you may check with your own to see where your method may be falling down.

CONCENTRATED IMITATION VANILLA

for greater
soft-candy sales

Now, in addition to Lueders' regularly used imitation vanillas . . . CONCENTRATED IMITATION VANILLA 27 A for warm weather, soft-candy sales.

The flavor is unique . . . and popular; distinctive . . . and saleable. Why? CONCENTRATED IMITATION VANILLA 27 A contains plant extractives which give it high quality.

For years, candy manufacturers have realized the sales-value of this vanilla. For years they have been successfully using it in nut-rolls, fudges, cocoanut and other summer candies.

Put the flavor to profitable work . . . write for complete information. Or better still . . . order CONCENTRATED IMITATION VANILLA 27 A for your next batch.

Other Products

Oil of Peppermint Redistilled

Oil of Clove

Citrus Oils

Essence of Imitation Cocoanut S

CONCENTRATED IMITATION VANILLA 27 A runs uniformly strong. In the preparation of fudge, 1 oz. is used to a 100 lb. batch.

Lueders' other imitation vanillas are available to fill your requirements.

Established 1885

**George
Lueders
&
Co.**

427-29 Washington Street
New York

CHICAGO 510 N. Dearborn Street
NEW YORK 56 Main Street
MONTREAL, CANADA, 361 Park Royale



RUM 'n' BUTTER

"Tang-y" Crisp Flavor
for your

Hard Candy - Cream Work

This bracing Flavor will give your goods that "extra something" which the appetite craves when spring re-awakens taste for something "different."

Write for Sample

James B. Long & Co., Inc.
CHICAGO NEW YORK
818 N. Franklin St. 415 Greenwich St.

CONFECTIONERS' BRIEFS

Manufacturers Developing Confection for Army

Capt. C. G. Herman, of the Army Quartermaster Corps' Subsistence Research Laboratory in Chicago, recently requested the National Confectioners Association and its members to cooperate in preparing a formula for the manufacture of a confection which will meet the severe tests of the government. At a meeting in Chicago, April 4, Capt. Herman said: "We need a product which will retain its character under the blistering heat of the tropics and the frigid temperature of Alaska—a product which will remain edible for months after it has been prepared; which will contain the necessary vitamins, minerals, proteins and fats essential in an adequate ration." It was reported that preliminary consideration has been given by the Industry to the improvement of a specification for a fudge type confection and that the entire subject will be referred to a technical research committee, the appointment of which has been authorized by the directors of the N.C.A.

Bar Sales Spurt. Survey Shows

Chocolate-covered candy bar sales, for the second consecutive year, rose at a rate above the average increase for the confectionery industry as a whole, preliminary figures from the Department of Commerce 1940 survey of confectionery production and distribution show. Despite the fact that 1939 sales constituted a record, last year 65 identical manufacturers sold a total of 322,400,000 lbs. of chocolate-covered bars, valued at \$43,600,000, an increase of 15% in volume and 14% in value over 1939 totals. Fancy package goods, usually regarded as an index of candy sales in general, increased but 7% in volume and 6% in value from 1939 to 1940.

Hershey Elects Same Officials

Hershey Chocolate Corporation, Hershey, Pa., at a meeting held March 24, re-elected its incumbent directors and officers. They include: M. S. Hershey, chairman of the board; W. F. R. Murrie, president; Ezra F. Hershey, treasurer; W. S. Crouse, secretary; and Oscar E. Bordner, comptroller. Directors include, besides the officers, L. W. Majer, and P. A. Staples, who is associated with the Hershey Corp., (sugar plant) Central Hershey, Cuba. Stockholders ratified an insured retirement annuity plan for employees who have reached 65 years of age. It is on a cooperative basis, the retirement annuity payable for life after retirement, the employer making additional contributions to assure the employee a total annuity greater than could be secured by the employees' contributions alone.

Charles Douglass Dies In Philadelphia

Charles Douglass, well known Philadelphia confectioner, died recently. He had been in ill health for the past year, but kept closely in touch with his retail shop in the Wildwood hotel until just a few days before his

for April, 1941

PERFORMANCE!

In Belting, it's performance that counts. BURRELL builds PERFORMANCE into its

9 BURRELL Stars:

- ★ CRACK-LESS Glazed Enrober Belting
- ★ THIN-TEX CRACK-LESS Belting
- ★ White Glazed Enrober Belting
(Double texture; Single-texture; No. 300)
- ★ Feed Table Belts (Endless)
- ★ Cold Table Belts (Endless)
- ★ Caramel Cutter Belts
- ★ Caramel Cutter Boards
- ★ Batch Roller Belts (Patented)
- ★ Innerwoven Conveyor Belting

Proven ability to "take it" has placed BURRELL Belting in practically all Confectionery Plants. Why not yours?

"BUY PERFORMANCE"



413 S. Hermitage Ave., Chicago, Ill.
55 West 42nd St., New York, N. Y.

THE STANDARD

SPEAS

CONFECTO-JEL

A Complete Pectin Product for Making Jellied Candies

READY to Use
NOTHING to Add

SPEAS MFG. CO. KANSAS CITY, MO.

CITRIC ACID TARTARIC ACID CREAM OF TARTAR SODIUM CITRATE



Manufacturing Chemists

CHAS. PFIZER & CO., INC.

81 MAIDEN LANE, NEW YORK, N. Y.

444 W. GRAND AVE., CHICAGO, ILL.

Fine FLAVORING MATERIALS

HIGH-SCORE BUTTER-SCOTCH FLAVOR

French Vanilla VANILLA FLAVOR

CARAMEL-NUT-BUTTER FLAVOR

Rum-Butterscotch Flavor

Ferbo PRODUCES THE EXACT TASTE AND AROMA OF 92 Score Butter

Ferbo BUTTER-CREAM

5 counts PLUS

1 COLOR 2 SMOOTHNESS
3 FLAVOR 4 UNIFORMITY
5 WORKABILITY + PLUS

HOOTON'S
chocolate coatings

HOOTON CHOCOLATE COMPANY
NEWARK, N. J. EST. 1897

death. He founded the Douglass Caramel Company, but sold this to go into the retail-manufacture and store business. Two Douglass candy shops outside of Philadelphia, one at Atlantic City and the other at Ocean City, are run by John Kilger and Douglass Longnecker, a nephew, respectively.

Novia Reorganization Plan Filed Recently

A plan for reorganization of the Novia Candy Co., Brooklyn, N. Y., was filed about the middle of March by L. J. Costello, trustee. The plan provides for the payment in full of all administrative expenses, priority claims, wages and general creditors. Under the proposed plan, the corporation is then to be recognized and new common stock issued to present holders of preferred shares. After a study by creditors and revisions or corrections made, the U. S. District Court for the Eastern New York, District, will consider it and make its recommendations. Hearing to determine whether the plan shall be approved for submission to the creditors was held April 14.

John H. Gamaldi has been appointed receiver for Candy Corp. of America, Brooklyn, N. Y., which filed a petition for arrangement under the Federal Bankruptcy Act, listing liabilities at \$84,607 against assets of \$248,400. The petition was filed several weeks ago.

New England Club To Celebrate 50th Anniversary

New England Confectioners Club will celebrate its 50th Anniversary with a party at the Copley Plaza Hotel, Boston, April 16. President A. H. Rich, Squirrel Brand Co., appointed an anniversary committee some time ago made up of the following: George B. Farrington, E. N. Nissen and N. E. Covell. The party will be a ladies' night, deviating from the usual routine, and outstanding women in the confectionery business in Boston have been invited, among these Mrs. Sarah Dow Gilman, Mrs. Howard D. Fiske, and Mrs. Henry D. Wenz. The program will feature a dinner, dance, and floor show.

New Use for Candy As Premium

Most people are familiar with the use of premiums in one form or another to attract customers, but it remained for candy to be used as a premium to get rid of customers. In Cleveland, last fall, it was reported in the *Plain Dealer*, Cleveland's leading newspaper, that a neighborhood movie house included the following in its Thanksgiving Day advertisement:

Free — 5c Candy Bars to All Children
Leaving Before 6 p.m.

February Sales Up 11 Percent This Year

Sales of confectionery and competitive chocolate products by manufacturer were 11 percent greater in February 1941, than in the same month in 1940, according to U. S. Census Bureau's report. Sales during the first two months of this year were 9 per cent higher than for the same period in 1940. Increase in sales between January and February was reported as 7 per cent, this year. Manufacturer-retailers showed an increase of 31 percent,

STAK-EZY

**ALL-STEEL
STARCH TRAYS**
(Patented)



NO BREAKAGE—NO CONTAMINATION

STAK-EZY All-Steel Starch Trays are self-maintaining, labor-saving units which prevent mould breakage and waste. They assure freedom from contamination and other common starch trays hazards. Function with complete satisfaction throughout the entire cycle of operation.

Standard size tray is 32" x 14 3/8" x 1 1/2". Can be made to fit your requirements.

Built of steel specially treated for this type work, die-made and spot-welded into compact, unbreakable units.

Specially designed features make trays self-centering and easy to stack. Operate interchangeably with wood trays with complete satisfaction, handle easier and require no maintenance.

Write for prices. When requesting quotation, specify length, width and outside height.

CURRIE MANUFACTURING CO.

1837 W. Grand Ave.

CHICAGO, ILLINOIS

over the same period last year. Manufacturers of chocolate products competitive with confectionery showed a 14 per cent gain over the corresponding month of last year. Average value per pound received for all types of products remained approximately the same, 15.3c this year as against 15.6c last year.

Standard Candy First To Use F.M. Radio

On March 1, Standard Candy Company, Nashville, Tenn., broadcast the first commercially sponsored "F.M." radio broadcast in the U. S. "F.M." for the uninitiated, is the newest thing in radio, frequency modulation. The program, featuring well-known radio headliners, was aired through W47NV, the F.M. station of the National Life and Accident Insurance Co., of Nashville, advertising Standard's "Belle Camp" chocolates and "Goo Goo Clusters." H. H. Campbell, president of Standard Candy Company, is radio-minded and his programs from Nashville have launched a number of radio entertainers who have become headliners since their start for Standard.



H. H. Campbell, president of the Standard Candy Company, Nashville, Tenn., signs the contract which makes him the first sponsor in America of a commercial "Frequency Modulation" radio broadcast. A station executive looks on.

WANT A BETTER, EASIER WAY TO CLEAN YOUR FLOORS?

THEN do this: Brush on recommended Oakite solution, allow short soak, then rinse by hosing-off or mopping-up. Sticky deposits of chocolate, nuts, sugar or other ingredients are completely, quickly removed. Floors are left **CLEAN**, quick-drying, non-slippery . . . safe to walk on! Write for details on Oakite materials that are so successfully helping confectionery plants the Nation over meet sanitary regulations more easily and economically.

OAKITE PRODUCTS, INC., 36 C Thomas St., New York, N. Y.
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OAKITE *Certified* **CLEANING**

COFFEE FLAVORING that NEVER STALES

Use **BARRINGTON HALL** Instantly Soluble **COFFEE** for flavoring. It's 100% pure coffee. And the crude oils which become rancid and stale coffee, and the products they enter, have been removed. Write for full particulars.

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BARRINGTON HALL
QUALITY *Coffee* 100% pure

PRODUCTION HELP YOU CAN'T "BUY FROM THE SHELF"

A "custom-built" solution to your production headaches cannot be "bought from the shelf." It requires experienced engineers who know how to diagnose the causes and develop the remedy best suited to your particular need. That's why so many candy manufacturers depend on Economy engineers to end production worries and step up profits through Economy services like these:

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Dry conditioners for chocolate packing, dipping, hard candy or storage. New chemical dehumidifying process provides amazing economy.

● CONVEYING

LUSTR-KOOLD CONVEYORS for coated work assure more uniform cooling, eliminate graying, speed production. For cooling candy centers, PRE-COOLING CONVEYORS improve product, avoid costly stops in bad weather. Also ECONOMY "BELTURN" shown below.

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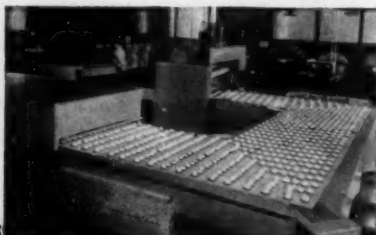
Economy engineers specialize in the air-conditioning and conveying problems of the candy industry. Their knowledge of your business and their ability to design equipment custom-built to your requirements makes this service the only one of its kind. You are invited to submit your problems to Economy without obligation.

Write for complete details

ECONOMY EQUIPMENT COMPANY, INC.
229 North Wolcott Ave. • Chicago, Ill.



Solving space limitation problems is only one of the practical services Economy can give you. All developments held confidential.



Add These to Your Library on Candy Information

REPRINTS are available of the article appearing in **THE MANUFACTURING CONFECTIONER**. Many of these are obtainable in booklet form.

They compose a large portion of the current literature of the industry. Many manufacturers find them suitable to accompany sales messages and also to add to their library of information on the candy and chocolate industries.

Copies of the following are now available:

"IMPROVED METHODS IN THE MANUFACTURE OF FONDANT FOODS," by H. S. Payne and J. Hamilton, Carbohydrate Laboratory, Bureau of Chemistry, U. S. Dept. of Agriculture.—20 each.

"THE PURPOSE OF CONCHING CHOCOLATE," by Robert Whympers and Charles Shillaber.—20c.

"THE MANUFACTURE OF MARSHMALLOWS," by George J. Shaler.—25c.

"FAT OR LEAN COATINGS?" by Robert Whympers.—10c.

"CANDY MAKER'S PLACE IN MANUFACTURING FOR RETAIL," by George A. Eddington.—10c.

"QUALITY CARAMELS ON A VOLUME PRODUCTION BASIS," by Talbot Clendening.—10c each.

Send for your copies now!

The Manufacturing Confectioner

400 W. Madison Street

Chicago, Ill.

LANGWILL—

(Continued from page 21)

Conclusions

Results obtained by using the four methods outlined previously show variations as may well be expected.

| | Fondant | Milk Chocolate |
|-----------|-----------------------|----------------|
| Method 1. | 11.41% | 0.88% |
| Method 2. | 12.86 (dried 18 hrs.) | 0.73 |
| | 12.74 (dried 2 hrs.) | |
| Method 3. | 11.31 | 0.81 |
| Method 4. | 12.90 | — |

It is interesting to note how closely the results of Methods 2 and 4 check in the case of the fondant. The results on Method 2 also indicate that 2 hours at 105°C is sufficient time to drive off moisture, thus cutting considerably the time necessary for analysis. Apparently, spreading the fondant over sand is not satisfactory. Because it skins, it becomes next to the impossible to drive off the last traces of moisture. A smaller sample of fondant was taken in the case of Method 3, but it did not seem to overcome this difficulty.

When applied to chocolate, the acetone method (No. 2) is not as successful as in the case of fondant because the cocoa material packs down so closely that moisture cannot escape. Drying at 105°C for 18 hours is not recommended since the loss of volatile materials in the chocolate and the dehydration of the lactose in milk chocolate are possible. It has been found that dependable results can be obtained with the vacuum bottle, and this method is equally applicable to dark, light or milk coatings.

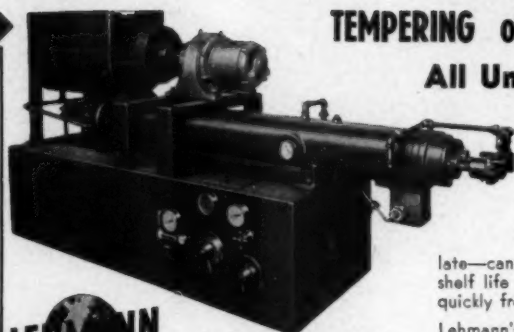
First Steven Candy Store in New York

Steven Candies, Inc., of Chicago, recently opened their first retail candy store in the New York City territory. It is located in the Airlines Terminal building and is part of the Hines Airline Bar and Restaurant. Although department stores in New York have long sold Steven candies, this is the first company-owned unit in the city.

J. Beresin, president of Loft, Inc., and Charles D. Bruyn, chairman of the board, National Sugar Refining Co. are chairmen of their respective sections in the 1941 Greater New York Fund campaign, which opened April 14. Mr. Beresin heads the confectionery section and Mr. Bruyn the sugar division. Fifteen chairmen in the food, drink, and allied fields were announced by James A. Farley, general chairman. Last year the campaign raised \$3,800,000.

Norbert Kellman has joined the organization of the Sweets Co. of America, Inc., Hoboken, N. J. He brings to his new position more than 20 years' experience in the candy business. He was formerly with Just Born, Inc., Bethlehem, Pa., and before that, with Elbee Chocolate Co., Brooklyn.

Annual Premium Exposition sponsored by the Premium Advertising Association of America, will be held at the Palmer House, Chicago, April 28 to May 2. Howard Dunk, secretary of the Association, also announced the Premium Program for the 37th annual convention and advertising exposition, Advertising Federation of



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All Uncertainty Removed

That is the function of the newly developed LEHMANN THERMAL EQUALIZER

It tempers chocolate up or down to a desired degree—tempers chocolate gradually without detriment to viscosity—equalizes a given temperature throughout the mass—gives positive supply of properly tempered chocolate—can easily be added to any moulding or enrober unit—gives gloss and added shelf life to finished goods—saves scrap, labor and floor space—can be changed quickly from milk to plain chocolate.

Lehmann's THERMAL EQUALIZERS have capacities ranging from 500 to 4,000 lbs. per hour. Their size permits installation at any point where tempered chocolate is required.

J. M. LEHMANN COMPANY, Inc. 250 WEST BROADWAY, NEW YORK, N. Y.
FACTORY: LYNDHURST, N. J.

America, to be held at the Statler hotel, Boston, May 25 to 29. Speakers at Boston will include Harry Hansen of the Harvard Graduate School of Business, and W. L. Sweet, president of the Premium Advertising group.

James F. Urbanek, owner of the Su-Su Nut Co., Chicago, died at his home in Elmwood Park early in March. He was widely known in the nut processing world and was prominent in Masonic circles.

H. A. Bullock has been named manager of the Chicago office of the Dobeckmun Co., of Cleveland, succeeding J. M. Cromling, resigned.

TRADE MARKS

The following memorandum relating to Trade Marks is made available through an arrangement with James Atkins, registered patent attorney, Munsey Building, Washington, D. C. The trade-marks were recently published by the U. S. Patent Office and, if no opposition thereto is filed within 30 days after the publication date, the marks will be registered.

- NORRIS DEXTRONS. Ser. No. 438,146. Norris, Inc., Atlanta, Ga. For candy.
- AMBERNUT. Ser. No. 427,770. North Pacific Nut Growers Coop., Dundee, Oregon. For filberts, unshelled, shelled, toasted, salted, candied.
- CHEW CHAW. Ser. No. 435,014. Chew Chaw Co., New York, N. Y. For chewing gum.
- SLENDERELLA. Ser. No. 437,420. Erika Schneider, New York, N. Y. For candies.
- HUNGARIAN BAKERS. Representing dough being rolled. Ser. No. 426,614. David Goldstein, doing business as Hungarian Bakers, New York, N. Y. For candies, chocolates, jams and jellies.
- LANA'S COFFEE NIPS and picture of cup and saucer. Ser. No. 437,464. Cocilana, Inc., Brooklyn, N. Y. For coffee-flavored candy tablets.
- CHUMS over an oval in black. Ser. No. 427,097. Joseph L. Clark, doing business as J. L. Chicle Co., Pittsburgh, Pa. For chewing gum.
- SHREDLETS. Ser. 438,437. Allen W. Haskell, doing business as Shredlets Co., New York, N. Y. For candy.
- OLD GLORY. Ser. No. 439,220. The Borden Co., New York, N. Y. For ice cream.
- BOW-KNOT. Ser. No. 438,561. Stephen F. Whitman and Son, Inc., Philadelphia, Pa. For candy.
- HOOPS. Ser. No. 438,438. Hawley & Hoops, New York, N. Y. For candy.
- TERRY'S THINS on blue, silver, brown and black background. Ser. No. 435,736. Terry Candy Co., Inc., Elizabeth, N. J. For candies.
- LUCKY BREAKS. Ser. No. 426,244. Break Enterprises, Inc., New York, N. Y. For candy bars.

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GLAZED TUNNEL BELTS — ENDLESS CANVAS BELTS
FOR ALL MAKES COATERS AND ENROBERS

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were **HARD-BOILED**--
where are you going
in those fancy clothes?



I AM **HARD-BOILED**--
and I'm going to town!
While you're gathering dust,
I'll be MAKING PROFITS.



Sales tests show individually wrapped pieces far outsell unwrapped hard candy

In a store, piled up in sparkling mass display, hard candies dressed in these fancy, eye-catching wraps "sell like hot cakes". So much more decorative, they have that "party look" that attracts attention. Moreover, these tight little wraps keep hard candies fresh longer. They're not sticky, can be carried easily in the pocket — obviously more sanitary.

For these reasons, hard candy individually wrapped makes a hit with both dealer and consumer . . . And confectionery manufacturers are not ignoring this *double demand*! Orders for our Model 22-B Hard Candy Wrapper are increasing every year.

The 22-B wraps hard-boiled goods and soft-center pieces in a wide variety of sizes and shapes — handles cylindrical pieces, short sticks, square toffees, small pops and other shapes. The machine uses moisture-proof transparent cellulose, waxed paper, glassine or reinforced foil. A printed under-strip may be used with a transparent wrap, if desired. Note the many shapes and styles shown at right, all wrapped by the same machine.

Consult our nearest office.

Write for Literature

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Springfield, Massachusetts

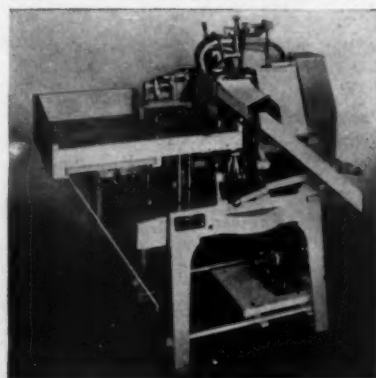
New York Chicago Cleveland Los Angeles Toronto

Mexico, D. F.: Agencia Comercial Anahuac, Apartado 2303

Buenos Aires, Argentina: David H. Orton, Maipu 231

Melbourne, Australia: Baker Perkins, Pty., Ltd.

Peterborough, England: Baker Perkins, Ltd.



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PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

CANDY PACKAGING

DEVOTED TO BETTER PACKAGING AND MERCHANDISING METHODS

USING BOX PAPER COVERING For Special-Purpose and Combination Packages

By **WILLIAM E. MADDEN***

Secretary
Chas. W. Williams & Co., Inc.

AS far as we know, we believe the first set-up box manufactured in this country was made by Dennison in a small town in Maine, just prior to the Civil War. These boxes were hand-made and were sold mainly to the jewelry trade. They were covered with whatever box covering paper Mr. Dennison could obtain at that time, that he thought was suitable for his purpose. We have gone a good many years since Dennison manufactured this first set-up box covered with paper, and many new purposes and jobs have been found for the covering paper.

The early paper boxes were covered principally with gay colored coated papers, highly finished, known in the industry as a friction glazed paper. The reasons were simple. The gay colors were a part of the decoration of the store, and also helped to designate one kind of merchandise from another. The reason for the high finish was that if the merchandise did not move quickly, the store-keeper could remove the dust very easily with the aid of a dusting cloth. This was many years before our present ideas of modern packaging.

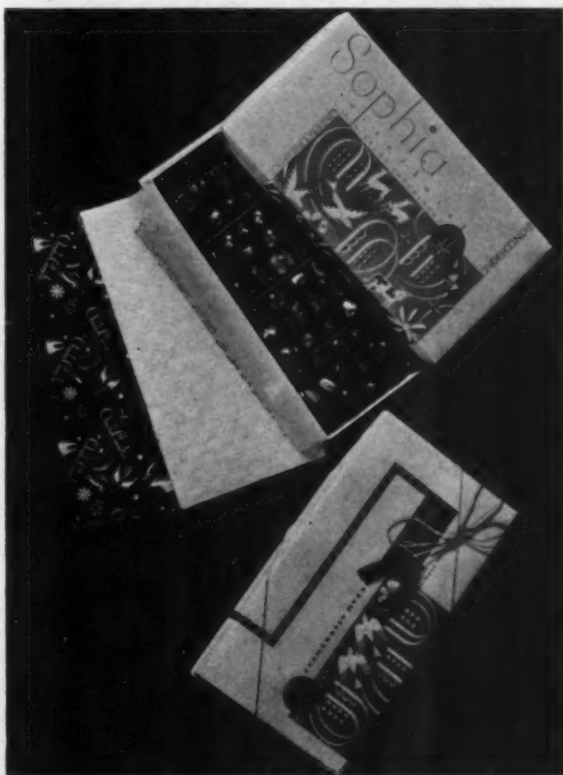
As packaging progressed, more and more was recognized the importance of the box paper, but these early elementary purposes still remain, namely, to add to the attractiveness of the store, to maintain an index storage of the merchant's stock, and to give the box the appearance of freshness and desirability to the purchaser for the merchandise contained therein. Let me elaborate a bit on some of these points and show some examples of how box papers have been such a large help in the scheme of today's packaging and selling.

How Packaged Tools Increased Gift Sales

It would have been an unusual wife a few years ago who would have thought of buying her better-half for Christmas, a half dozen screw-drivers or a hammer, and present it to him with best wishes for Christmas, and find that it was indeed, a most suitable and acceptable

gift. Nevertheless, Stanley Tool Works last year made this possible, by taking a chisel, screw-driver, plane or hammer, and putting them in attractively covered set-up paper boxes. This increased small sales. But Stanley must have had ideas of larger sales, so what did they do next? They put several chisels and other tools in a covered setup box, thereby creating larger sales.

These splendid eye-appealing covered boxes were much in evidence in all of the larger stores last Christmas. These boxed gift sets of tools were a complete sell-out. One store told me that they still continued to receive inquiries for these Gift Boxes. I wrote to Mr. Fredell of Stanley Tool Company, who replied that he would be glad to co-operate, but that there wasn't a box in stock at the



* Address delivered before the 8th Annual "5 and 10" Packaging Conference, Hotel Astor, New York.

factory. I believe you must recognize that this was indeed a hundred percent selling task, and that the box covered with the correct paper was a big help.

Now, don't forget, we are talking about screw-drivers and hammers boxed for Christmas gifts. Not having one of these boxes to show you, I will try to describe them to you. In the first place, Stanley very wisely boxed all of these tools in similar paper covered boxes, of course, making allowances for the number of articles they wanted to include in each box, and the different size or shape of the articles themselves. One of the boxes that particularly comes to my mind is a tubular box formed to represent a log. This particular style of box was adapted for several different articles, a hand drill, a set of chisels and an electric soldering iron. The bottom part of the box was a platform box covered with a bright red, with the top being made tubular and covered with a birchbark wood grain paper, which slid down over the bottom platform. This log had a red band at the bottom with the name Stanley printed in white ink. To complete the tie-up between merchandise and box, these tools were put on the market and advertised under the name of Stanley tools in birchcraft gift packages.

Towel Sets and Even Baby Layettes

For the last few years the towel industry have been very successful in increasing sales on their products by making up sets for gift purposes. You may now obtain in a beautifully covered paper box, complete bathroom sets, made up of towels, washcloths, bathroom mats and like articles. Even the lowly tea towel has taken its place as a gift article. This type of merchandising has proved much more effective than ordinary counter displays. The buying of merchandise of this type has always been more or less a woman's job, but hubby can now turn the tables and purchase for the little woman a beautiful covered gift box filled with tastefully selected towels, and know his gift will be acceptable and pleasing. The boxed towels now become a special item, a Christmas gift, a birthday present, a bridal shower surprise, and even a wedding gift. Some manufacturers even specialize in different box paper coverings for these various occasions to help build up their sales.

A present for a baby was always considered a difficult purchase to make. However, even the confirmed bachelor can now purchase a most fitting gift for the new addition to his friend's family, by purchasing one of the complete baby layettes packaged in special infant designed covered paper boxes. The manufacturers of these articles have innumerable types of covering papers to choose from and our larger department stores now maintain special baby departments, where these boxed layettes are one of the best, if not the best sellers.

Jumping from hardware tools to baby layettes is rather fantastic, but the very flexibility of box covering papers makes it possible for the manufacturer to display and merchandise his particular product in a box covered with a paper that will be eye-appealing and stimulate the sales of his product.

Same Box Paper Used for Candy

Further illustrating the flexibility of box covering papers, I might refer you to the early part of my talk where I described the box used by Stanley Tool Company to increase his sales, and advised you of the fact that this box was covered with a birchbark woodgrain

paper. This same paper was used by W. F. Schrafft and Sons Corp. as a covering paper for a candy box, and it was used with great effectiveness. Like Stanley, they had in mind a Christmas package—the woodgrain paper log shape box, implying the yule log, and the red color of the platform Christmas.

And now to return to the original three fundamentals for the covering of paper boxes. That is, to add to the attractiveness of the retail store, to make order out of chaos and to give the impression of cleanliness, freshness and goodness to the merchandise. In short—in-
viting customers into the store, efficiency of handling merchandise, and last, to have merchandise sell itself. This is handled by the larger department stores and many chain stores in a very simple matter called the swatch system, the mechanics of which are about as follows:

How Swatch System Operates in Stores

Department and chain stores will adopt a box covering paper that answers their requirements as far as design, type and texture are concerned, in a color that harmonizes with the general makeup of the store, and that represents their individuality. When the selection is made the paper merchant has small samples of the paper printed with the name and address of the store on the reverse side, with instructions that all boxes are to be covered with that paper, and where it can be obtained. These are supplied to the purchasing departments of the store and the swatches are attached to the orders. The result is the stores merchandise from all sources is received in uniform covered boxes and the expense of repacking is saved. Incidentally this service costs the store nothing. The paper house carries the inventory and the manufacturer buys just that amount of paper which is required for the given order.

This specifying of a standard paper is often followed out even further by both manufacturers and stores by what we call a trademark paper. For example we take the trademark, a name, a picture of a product and print or emboss it on the surface of a paper. In that way, the covered setup paper box enclosing your merchandise is tied up with all the other advertising in magazines, newspapers and billboards.

Many of the box paper firms have on their staffs stylists and designers. They have studied box problems for years and can handle your box paper requirements in an intelligent manner for you. They study the trends of the day and design their papers accordingly. Good examples of this are the many patriotic papers that can be obtained today, and then there are the "regency colors." They are only waiting your call, regardless of what the problem may be, just so long as it pertains to papers for covering your boxes.

Some chain stores, and also the smaller department stores, have made their own grouped sales packages. They have purchased various size setup boxes covered with suitable papers for the various holiday seasons of the year, such as Christmas, New Years, Valentine's Day, Mother's Day, etc. They look over their stock and group a number of five or ten cent articles and offer them in a covered box as a 50c seller. I don't know much about the methods of figuring profits in the chain stores, but what I do know about merchandising would lead me to believe that while five and ten cent articles sold separately pay the overhead, the grouped five and ten cent articles sold in covered gift boxes would pay dividends.



Beauty is Skin deep

The beauty of a package—its appeal to the buyer's eye—is of proven value in creating "impulse" sales. But beauty is only skin deep, and your profit-making repeat sales depend on what the buyer finds beneath your package's beautiful exterior.

Most Riegel Papers are designed for "repeat-sales-appeal". Their beneath-the-surface function is to preserve the fine qualities of a product until it is consumed. Over 230 different varieties are being used by sales leaders in many fields. They are able to prevent loss of moisture, to preserve crispness, to guard against rancidity, leakage, breakage, mold and to counteract various other conditions that might stifle repeat sales.

Write for complete information and investigate our ability to help you produce a package combining these four important profit factors—appearance, protection, production efficiency and economy.

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RIEGEL PAPERS

11th Packaging Conference Stresses Consumers, Defense

TWO main themes dominated the sessions of the 11th Annual Conference on Packaging, Packing and Shipping, held at the Stevens Hotel, Chicago, April 1 to 4, 1941. The latter phase, especially, in its relation to both government supplies and armament shipment occupied the conferees and elicited vigorous discussion on the conference floor between formal speakers and individuals in the audience. However, the consumer is still an important figure to most producers of so-called consumer goods, and the program reflected this concern.

In connection with the latter phase, Fred C. Hecht, manager of Sears, Roebuck's packaging division, gave a very informative talk on the methods inaugurated by Sears to meet the challenge of the so-called "consumer movement." His was not a talk on informative labeling as such, but rather, a discussion of the actual results of Sears' informative labeling policy. He illustrated his talk with many examples of wraps and labels in use by the company, together with charts showing results.

A series of talks on the "Economics of Packaging" was also aimed at the consumer, especially at the stock argument of consumer-movement adherents, that packaging increases the cost to the consumer of certain products. In leading off this discussion, E. A. Throckmorton of the Container Corp. of America, pointed out the real factors which affect the economics of packaging of consumer goods: Reduction in waste and spoilage; increase in volume per store employee; increase of volume per unit of store area; desire for small units by the consumer; brand identification; quality identification; assurance of full weight and measure; prevention of substitution; convenience in handling by the consumer; and sentimental or gift packaging. In general, Mr. Throckmorton showed how the trend in cost of consumer goods has steadily declined in recent years, despite more attention to packaging.

Mrs. W. E. Frilbey, president of the Chicago Housewives' League, reported on consumer reactions to packaging practices of manufacturers and dealers. She dealt with the practical aspects of packaging as they appear to herself as a housewife and to the hundreds of other housewives who are members of her organization. This symposium brought out ideas on possible changes in packaging and merchandising indicated to keep pace with public demand; what consumers will pay for convenience; relationship between product value and packages; follow-through policies to promote ideal sales conditions, display and home consumption; and re-design of packages to reduce production cost without cheapening packages.

One other outstanding paper was delivered on the subject of "Display as a Factor of Package Merchandising." This address was delivered by W. L. Stensgaard of Chicago, who stressed the fact that packages today must be designed to meet the requirements of satisfactory display on the shelf, the counter, and in the show window. His address covered such items as: Making an individual package stand out against others in the same store; against other good packages containing the same product or commodity; fitting lithograph display material into the merchandising plans of the modern store; possible new types of displays to accentuate the package and raise it above its competitors.

At the Packaging Exposition, held in connection with the Conference, hardly a display was without its box or

package of candy, used to demonstrate the utility of this or that packaging material or machine for applying that material. Rigid transparent packaging is much in the forefront of attention of packagers today as indicated by the many displays of the manufacturers of these materials and the converters who fabricate them into containers of all kinds. Among the machines exhibited, the bag-making (cellophane or pliofilm type) machines were in the majority. It would seem that at least a half dozen of these have made their appearance since the last Exposition. Window packages, each embodying a different technique of window application were also very important. No list of visitors from the Candy Industry is available at this writing, but conversations with the exhibitors indicated that a great many candy executives from Chicago and the neighborhood had come to see and learn.

Display As a Factor in Package Merchandising

By W. L. Stensgaard*

President,
W. L. Stensgaard & Associates, Inc., Chicago

IN TRYING to analyze such a complex problem as package and package design which becomes more complex as we think in terms of assortments or departments or displays of unrelated and competing merchandise within the store or "point of sale," we need to arrive at a simple denominator. This simple denominator is best expressed in the term "Visual Rightness."

Usually this "Visual Rightness" has a definite relationship to "Functional Rightness" and thus brings about not only better appearance but greater efficiency and usually at no increased cost of production except that which is easily amortized or absorbed by reason of increased results but more important, such usually forestalls the decline that inevitably takes place when we avoid essential change. We may have an ever so good looking single package but when it is combined with other packages, it may not be nearly so effective. In other words, we may have a good looking necktie but we could wear it with the wrong suit or shirt, thereby spoiling all three. We might have a good looking chair but put it in the room with the wrong arrangement

* Address presented at the 11th Annual Packaging Conference and Exposition, Stevens Hotel, Chicago, Illinois, April 2, 1941.

CANDY TIED WITH

RIBBONS — More Sales

We have largest stock in the Middle West

Satin — Messaline — Tinsel —
French Chiffon — Novelty and
Printed Ribbons — Rib-O-Nit
— Ready-Made Bows and
Rosettes.

*Immediate delivery — High in
quality — Low in price*

R. C. TAFT CO.

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SYLVANIA cellophane has solved the most intricate packaging problems. It keeps packages of cough drops fresh and clean, retaining the original condition of the product. SYLVANIA cellophane has contributed visual appeal and protection to American merchandising, offering to all industries an opportunity to build sales.

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IDEAL WRAPPING MACHINES

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CANDY manufacturers both large and small prefer IDEAL WRAPPING MACHINES because they provide the economies of fast handling along with dependable, uninterrupted operation. In use the world over, IDEAL Machines are building a service record that stands unmatched and unchallenged! Our unqualified guarantee is your protection. Two models available: SENIOR MODEL wraps 160 pieces per minute; the new High Speed Special Model wraps 325 to 425 pieces per minute. Investigation will prove these machines are adapted to your most exacting requirements.



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setting and colors and everything would be affected.

In any assignment having to do with product change or proper setup for efficient "Merchandise Presentation" we believe the following studies are essential:

- A. Review past experience of the product and package in question. This includes history, volume and profit factors, sales and distribution.
- B. Obtain information on competitive best sellers.
- C. Reasons for competitive successes or failures.
- D. Investigation of competitive selling prices and markup.
- E. Purchase by shopping at retail, competitive packages to obtain facts about sales advantages.
- F. Study of locations in which products are sold and establish results as to square foot sales, turnover and ability to obtain better locations through possible revisions of package and plan.
- G. What advantages to isolated displays as compared showings with competitive products.
- H. What reduced or increased costs can be absorbed by increased volume profitably.

Altogether too much space is given (and for that matter perhaps too much time also) to the showing and selling of products that do not bring a satisfactory return for the space they occupy. Smaller retailers hurt their volume and their profit by not being more familiar with this kind of "Retail Arithmetic." For that reason many manufacturers have found it practical to offer assortments or deals. This means a reasonable assortment of merchandise with a display set-up that will properly guarantee the showing of the merchandise on the counter, on the floor, in the department or in the window. This is usually designed to show a proper balanced inventory which will help to make for a repeat turnover and sometimes these units are designed to help control inventory. Such control is very important because in thousands of places little regard is given to the best selling item or colors or size because when looking at the counter the clerk or retailer says "Yes, we have that line." The difficulty is that he has pints, not quarts, thinking that when the dealer wants a quart, he will give him two pints at the quart price, thereby reducing his mark up or profit.

Also he loses a large number of sales because he does not have the right size or the best sellers. Therefore, again, display is not only helpful to the distribution of goods but it is very helpful to the resale of the merchandise.

New materials such as clear plastics as well as other types of plastics will help to revolutionize much of "point-of-sale merchandising." Again I mention the human mind thinks in terms of pictures, not words. It is for that reason alone that canned goods have taken to picturing the peas, and the peaches and the products within the can on the label. This is another safeguard for the manufacturer that his product will be properly visualized and respected at the point of sale. It is regrettable that too much "switching" takes place at the point of sale. A survey made only a few years ago revealed that something like 70% of sales were switched in the men's furnishing department.

I consider display the greatest policeman to guard against switching at the point of sale. Display not only helps the retailer to buy balanced inventory but most of all, it helps him to sell in relationship to "best sellers." Chain stores have found display indispensable insofar as department and counter and sectional layouts are concerned by which inventory control in relationship to best sellers and volume are automatically handled. All of this properly arranged not only makes for "Visual Rightness" but you can quickly appreciate it makes for "Factual Rightness" as well.

